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February 3, 1990



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CHEMIST & DRUGGIST

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COMMENT

The LPC conference is a week on Monday. PSNC has yet to — or is still unable to — provide any information relating to the progress of negotiations with the Department of Health on the 1990-91 remuneration package. But contractors have come to expect this unsatisfactory state of affairs. There are other matters, though, on which PSNC may like to shed light.

Last Autumn (September 30) *C&D* ran a story suggesting the Company Chemists Association, led by Boots the Chemists, was seeking its own voice in talks with the Department. The move was said to have caused some friction within the CCA. Questions to the principal parties have produced few straight answers, although Mr Gordon Hourston, managing director of Boots the Chemists and the recently appointed chairman of the CCA, categorically denied a split within the organisation last week (p135). In spite of this the rumours refuse to be laid to rest.

If — and it is only if — the larger multiples are seeking their own pay structure, it is to be hoped they have thought through the consequences. Boots have in the past intimated they would prefer to see a flat fee per prescription (the figure being bandied about at the moment is 93p). Such

a fee would disadvantage well over 50 per cent of existing contractors. Mr Allen Lloyd of Lloyds Chemists, the UK's second largest multiple, told *C&D* this week he would not endorse such a figure.

Were the larger groups "to go it alone" it would be wishful thinking to suppose the existing criterion applied to all pharmacies would continue to apply to them in their new situation. A company that dispenses Penbritin, Zyloric and Tenormin against generic prescriptions can soon expect to have its discount recovery rate revised, for example! The multiples may be more efficient through economies of scale but there are undoubted benefits in being lumped together with their allegedly less businesslike colleagues.

This coming year is the one in which the true effects of the termination of the cost-plus contract will be felt. The Government has indicated it would like to see pharmacy numbers cut by a further 800 or so. It's going to be a tough enough year without the major multiples throwing their weight about for what appears to be purely commercial ends. All this combines to make the next few months a crucial time for contractors, and the independents in particular.

Strict liability on advice coming from EC

A pharmacist who gives wrong advice which results in a patient or other person suffering loss or injury will be strictly liable, without proof of fault, if a preliminary draft directive from the European Commission is implemented.

Under the terms it would be no defence for the pharmacist to claim the advice had been given in good faith, but the injured party would have to provide proof of

damage and a defect of service and show a casual relationship between the two.

At its January meeting the Board of the National Pharmaceutical Association decided to ask the Department of Health to set up a no fault compensation fund for pharmacists on the basis of no-fault liability. Under the terms of the directive health care services can be excluded if such a fund

exists. A number of EC member states do already have such a fund.

Colette McCreedy of the NPA told *C&D*: "If the directive goes through there will undoubtedly be an effect on insurance premiums, but what that effect will be is difficult to predict."

There is little to suppose the directive will not be enacted, following on as it does from the strict product liability directive.



"Excuse me... have you anything for wind..?"

Childrens' supplement trial

A large scale trial has just started to determine once and for all whether dietary supplements improve children's intelligence.

The randomised, double blind, placebo-controlled trial will run for three months and will involve a total of 4,000 schoolchildren in Britain, the USA and Israel. They will be tested for intelligence and blood levels of vitamins and minerals before and after taking the supplement or placebo, and their behaviour will be monitored.

The trial has been devised by a group of eminent scientists including the nutritionist Professor John Yudkin, the biochemist Professor Linus Pauling and the psychologist Professor Hans Eysenck. Professor Yudkin said that the

design was such that no-one would be able to challenge the validity of the results. "We will be able to say conclusively whether or not vitamin and mineral supplements improve intelligence," he told *C&D*.

The supplement used is not available on the market but has been made by Booker Nutritional Products to the organisers' own specifications. Professor Yudkin said the trial is being sponsored by an "unknown philanthropist" who has provided the funds to set up a Dietary Research Foundation.

He thought three months would be long enough to obtain results because any signs of deficiency would be corrected in a few days in those children taking the supplement.

Assistants to get two vocational qualifications

The National Pharmaceutical Association has now submitted criteria for two retail pharmacy training certificates to the National Council for Vocational Qualifications.

The National Retail Certificate will be in two parts: assistants will be required to obtain skills, knowledge and understanding of general aspects of retailing, and competence in the specialised field of pharmacy.

For pharmacy assistants two qualifications will be available — medicines counter assistant and pharmacy general assistant. Both types will be required to show competence in areas such as handling and communicating with customers.

Pharmacy general assistants will require product knowledge of all pharmacy products except medicines, whereas medicines counter assistants will need a basic knowledge of OTC medicines — their usage and active ingredients — and an understanding of situations requiring referral to the pharmacist. They will also need to demonstrate competence in handling prescriptions.

Learning packages for the pharmacy specific sections will be work-assessment based with a final written component.

NPA head of training Ailsa Benson says she expects the NCVQ to grant accreditation of the qualifications by the early

Bottomley to launch 1990 NPA ad campaign

Health Minister Virginia Bottomley will officially launch the NPA's 1990 advertising campaign at a special meeting on March 9.

At its January meeting, the NPA Board heard that the new advertisements, which have appeared in the form of posters in bus shelters and in women's magazines, had been well received by pharmacists. However, a reference to the length of the pharmacist's university course will be changed. **Medicines, Counter Assistants' course** The Board was pleased — "but not surprised" — to hear that the Medicines Counter Assistants'

course was becoming very popular. By the end of 1989, 317 assistants had successfully completed the course.

Business Management Distance Learning The Training Department's new distance learning course on business management will be launched in the late Spring. Comprising three modules — employment and retail law, dealing with people, and marketing — the course, developed with a grant from the Distributive Industries Training Trust, had been very well received by the members who took part in the pilot study.

Summer. The National Retail Training Council, which has developed the "generic" selling skills package common to all the retail qualifications, will be introducing the courses at meetings around the country starting in March.

MMR uptake exceeds expectations

Twice the number of doses of measles, mumps and rubella vaccine than expected have been distributed in the 15 months since the vaccine's introduction, Under Secretary for Health Roger Freeman said in a Commons written answer last week.

Since October 1988 when the vaccine was introduced, three million doses have been distributed, double the calculated requirement for the two priority groups of children aged 12 to 15 months and those attending for their pre-school boosters.

The most encouraging results can be seen in the weekly notifications for measles for 1989 which have been at the lowest recorded levels and this is a likely consequence of keen support of the MMR programme, he added. ■ Mr Freeman, told the Commons on Monday that the European Commission had yet to decide specific directives on homeopathic medicines and the conditions of their supply to the public.

"When EC proposals are published, we shall consider them carefully for compatibility with UK traditions and communicate with interested parties," he said.

Appeal Court defeat for DoH over mianserin

The Department of Health has lost an important test case over its rights to vary drug product licences.

Three Appeal Court judges on Tuesday dismissed the Department's challenge to a High Court ruling in February 1989 when Lord Justice Glidewell and Mr Justice Pill quashed licence decisions taken in late 1988.

Those decisions would have restricted the use of mianserin hydrochloride and Bolvidon tablets among over-65s to patients who did not respond to other antidepressants, or suffered from glaucoma or prostate trouble, and followed reports alleging circulatory system

disorders in patients using it.

The DoH action was challenged by Organon Laboratories who make Bolvidon, the third biggest selling antidepressant in the UK.

Organon had argued that there was no compelling evidence that their product was any less safe than any other anti-depressant. The High Court ruled that the exclusion of evidence of the comparative safety of mianserin in overdosage from hearings conducted by the Committee on the Safety of Medicines and the Medicines Commission was a misdirection.

The Department told Lords Justices Mustill, Russell and

Stuart-Smith in the Appeal Court, that the High Court had erred either on the interpretation of the Medicines Act 1968 or in exercising its discretion.

Dismissing that claim with costs, Lord Justice Mustill said he agreed with the High Court that the tribunals and the Department had misdirected themselves.

He considered the quashing of the licence decisions was the only possible outcome since he was unpersuaded it would inevitably have been the same if the evidence had been admitted.

The Department was refused leave to appeal to the House of Lords but may approach their Lordships direct.

Hospital staff crisis to worsen without job flexibility

The hospital pharmacy service has to improve career opportunities for women if it is to avoid serious staffing problems in the next 10 years, according to a new report.

The Institute of Manpower Studies found that the lack of part-time and flexible working arrangements in NHS pharmacy were cited as the most important reasons for women choosing community pharmacy for their place of work after a career break.

The report also suggested that hospital pharmacy managers are seriously out of touch with the needs of women who have returned to the hospital service, who value an opportunity for

career progression as well as flexible working arrangements. The report found that many managers believe that returners have no further career ambitions. It suggests job sharing, to provide both flexibility and career potential for women in senior level jobs, is an option more managers might consider.

The study, funded by Health Service manpower planners, found that while two thirds of all hospital pharmacists are women and the demand for part-time work is high, the number of part-time posts has fallen.

According to IMS the survey results have already prompted a response from NHS

management. Peter Wormald, executive director of personnel, and the now-retired chief pharmaceutical officer Dr Brian Wills, wrote to regional and district general managers and heads of pharmaceutical services alerting them to the likelihood of serious staff shortages unless retention of staff can be improved.

The Department of Health is to hold a series of conferences to discuss the report and other manpower issues. "Women in Hospital Pharmacy — IMS Report No 192" (£24 plus £1.50 p&p) is available from IMS, Mantell Building, University of Sussex, Falmer, Brighton, Sussex BN1 9RF.

Collecting Poll Tax Under The Attachment of Earnings Act 1971, employers could be liable for collecting poll tax contributions from employees who are unwilling or unable to pay. Defaulters could have an Attachment of Earnings Order made against them by their local authority which would require the employer to deduct arrears from pay.

The Board considered the current fee of £0.50 which was collected by employers involved in such Orders to be totally inadequate for the administrative work involved and agreed that a more realistic fee should be sought.

Rural dispensers A District School of Nursing had submitted, to its FPC, proposals for a rural dispensers' course. The syllabus did not include a requirement to undergo a period of practical

experience under the supervision of a qualified pharmacist.

The Board took the view that dispensing technicians require a combination of practical and theoretical training — and the practical training can only be carried out satisfactorily under the supervision of a pharmacist. A letter will be sent to the FPC expressing concern about such a course.

National Payments Network The Board looked at the possibility of member participation in the National Payments Network (NPN) scheme recently brought to the UK by Western Union. Participating retailers would be given terminals through which customers could make payments to national undertakings.

Board members questioned whether circumstances here would replicate those of America,

where the scheme has operated successfully for four years. Western Union's UK operations manager, Mr RD Nilsen said that about a third of their US retailer network involved pharmacies.

The impending explosion in the number of people paying money to local authorities through the introduction of the community charge was an added attraction. Mr Nilsen indicated that as many as 93 per cent of people paying accounts in this way made at least one other purchase from participating retailers, who, he claimed, never give up the agency once taken on.

The Board is to negotiate further with Western Union to ensure that those NPA members who wished to participate in the scheme would find the operating terms sufficiently advantageous.

Dosage compliance packs Many NPA

members are currently under pressure to supply controlled dosage systems to residential homes because of the April review of local contracts. The NPA is to produce more information about the practical features and pros and cons of the four available proprietary systems Manrex, Nomad, Penn and Weigand.

BNF Medicines warnings The NPA is to ask the publishers of the "British National Formulary" if it would be possible in the next edition to increase the type size used for the official medicines warning section, following a member's complaint.

NPA approval for labeller The PILLS computer labelling systems has been added to the NPA's recommended list.

North-East conference Gordon Bullous was given Board approval to hold a Sunday conference in his area on March 18.

Sharpe and Rawlings to lobby for RDC

PSNC chairman David Sharpe and Royal Pharmaceutical Society president Marion Rawlings are to see Health Minister Virginia Bottomley next Wednesday to lobby for the retention of the Rural Dispensing Committee.

Changes proposed in the Community Care Bill would see each family health service authority (as the new style FPCs are to be known) decide on all minor relocations, rurality and dispensing applications, with appeals being handled at regional health authority level. PSNC and the Society have proposed a national appeal body for rural dispensing decisions should be retained (*C&D* January 6).

David Sharpe says he hopes Mrs Bottomley will listen to PSNC's reasoned arguments. "We have a unique body which deals with a conflict of interest between two professions and has been seen to work very well indeed. It has a majority of lay people," he said. "Rather than regional appeals there should be a corporate body."

Appeals, in any event, would no longer be made to the Secretary of State.

■ PSNC's dinner following the LPC conference on Monday, February 12 promises to be the largest ever. Over 150 MPs and peers have accepted invitations. 14 LPCs have yet to respond.

Pharmacist bailed on six charges

A pharmacist was granted unconditional bail after he appeared at Camberwell Magistrates Court last Thursday on four charges brought under the Medicines Act 1968 and a further two under the Misuse of Drugs Act 1971.

Ronald Ribolla of Park Avenue East, Ewell, Surrey, was accused of being concerned in the supply of 21 diazepam tablets, a class C drug, to a Pamela Ferguson at Aron Pharmacy, Rumsey Road, Brixton, on September 29 last year. He also faced four further

charges of unlawfully supplying 30 chlorpromazine tablets, 21 diazepam tablets, 90 ibuprofen tablets and 40 co-proxamol tablets.

Mr Ribolla, who was arrested by New Scotland Yard's Central Drugs Squad on December 14 last year, was also accused of failing to enter details of a Controlled Drug, 100 Seconal tablets, in his Controlled Drug register on November 16 last year.

He was granted unconditional bail and will next appear in court on February 8.

PSNI COUNCIL

Optometrists in Northern Ireland are concerned that the sale of reading glasses through pharmacies is enhancing the credibility of the product, and putting people off having their eyes tested. A letter voicing their concerns was considered by the Council of the Pharmaceutical Society of Northern Ireland at its January meeting.

The Northern Ireland Optometric Society is concerned that the privatisation of the eye examination and the legislation on the sale of ready-made spectacles, will reduce the number of people who have their eyes examined, and a screening device for ocular and general health will be lost.

The Optometrists also feel that the sale of ready-made spectacles by pharmacists is more serious than if they are sold elsewhere because their credibility is enhanced.

In 1985 pharmacists were informed that Council felt that in

the public interest all spectacles should be supplied under the supervision of a properly trained professional, ie an optician. It was felt that the Council could not direct pharmacists not to sell reading glasses as they were legally entitled to do so. Council agreed to circulate the views of the Optometrists to members.

The President reported with regret the recent death of Malachy Charles Mooney. Mr Mooney, who registered in 1941, was elected a Fellow of the Society in 1978. He was president of the Ulster Chemists Association in 1957 and acted for many years as treasurer before being appointed as a trustee. The sympathy of the Council was extended to the family.

An application by Mr D. McG. Dougherty for permission to employ pharmacy graduates for the purposes of pre-registration experience was approved.

An application by David Henry

Plunge in applications

Pharmacy has proved a much less popular choice for aspiring undergraduates this year, with applications for university courses down 12.9 per cent on last year.

Some 9,188 applications were received by UCCA by the December 15 closing date, compared with 10,548 in 1988. Applications for dentistry and medicine were also down.

Trends across all subjects are difficult to quantify because the figures include applications for 13 initial teacher training colleges affiliated to universities.

Blacklist guidance

The Advisory Committee on NHS Drugs which reviews the Government's blacklist of medicines, has issued new guidance notes for manufacturers which now include price standards for paracetamol oral liquids.

Brand named paracetamol oral liquids must be priced within the standards if they are to be available under the NHS. The maximum price per 100ml for paracetamol oral suspension 120mg in 5ml is 43.2p and for paediatric paracetamol oral solution (elixir) 120mg per 5ml the maximum price per 100ml is 47p.

Copies of the new guidance notes are being sent to companies affected.

PRODUCT RECALLS

Rhône-Poulenc are recalling Stemeti injection 1.25 per cent in 1ml, batch DC 2086, lot C2062.

A box of ten ampoules has been found to contain one Phenergan 1ml ampoule. Only the above batch, distributed during the third quarter of 1989, is involved, say Rhône-Poulenc. Stocks should be returned to wholesalers.

Lagap Pharmaceuticals are recalling all batches of metformin tablets BP (Orabet) 500mg and 850mg that have batch numbers prefixed 62-, 72- and 82-.

The three batches failed to meet BP dissolution requirements. Stock should be returned direct to the manufacturer for replacement.

Requests for the full list of batch numbers and other inquiries should be directed to Mr M Constantine at Lagap Pharmaceuticals. Tel: 04203 8301.

BRIEFS

Family Doctor booklet: "Your eyes" is the latest addition to the British Medical Association's range of Family Doctor Booklets. Written by Michael Glasspool, a consultant ophthalmologist it looks at how the eyes work, vision testing and common eye disorders and their treatment.

Advice on how to cope with eye injuries and failing eyesight is also included. Priced £1.20, the new booklet is available through the National Pharmaceutical Association.

Product licence application fees collected for the last three years were:

1986-87	£354,143
1987-88	£252,495
1988-89	£738,425

The total number of outstanding applications as at December 31, 1989, was:

Product licences	1,867
PL(PI)	991

Two new leaflets on vitamins D and E are available free from the Vitamin Information Service, joining the existing A, B and C leaflets. The leaflets contain information on the benefits, food sources and recommended daily amount (RDA) of each of the vitamins. Also available free from the VIS library is the leaflet entitled "Vital vitamins — who could benefit?" and a poster called "Vital vitamins — who could be at risk?" Vitamin Information Service, PO Box 437, London SW1X 7ND. Tel: 01-225 1995.

A1 Pharmaceuticals phone number is 01-659 9496, and the Prosper code for Super 25 anti-smoking filters is 759449, not as stated in Classified ads last week.

MacFarlane, Rath-Bawn, 7 Dhu Warren, Portrush for registration under the reciprocal agreement between the Great Britain and Northern Ireland Societies was approved.

The Benevolent fund accounts for the year ended December 31, 1989 were presented by the secretary. Receipts for the year totalled £16,187 (1988 £11,379) including an increase of 40 per cent in the President's Appeal to £6,973 (1988 £5,069). Grants amounting to £6,720 were distributed to members in need.

The President congratulated Dr Maguire, who won the CP Pharmaceuticals Award for his essay in the part II exam of the College of Pharmacy Practice. Dr Maguire and Dr M. Scott became the first pharmacists in Northern Ireland to achieve practitioner membership of the College of Pharmacy Practice when they successfully completed the exam in October 1989.

Is there a pharmacist in the house?

A good friend and colleague who has a pharmacy in a rural part of the Province tells me that he is frequently called upon to dispense medicines after hours. As with many rural pharmacists he lives on the premises, but he assured me that even if he lived away from the pharmacy he would still receive frequent calls. He has no complaint about this. In addition to maintaining the goodwill of his clients, this provides sufficient remuneration to make it worth his time and effort.

"To ensure the viability of the on-call service the PCC needs to inform the public of our existence"

In the bigger towns and cities, and in particular the greater Belfast area, the provision of an after hours dispensing service cannot be provided in such an informal way and an on-call service is necessary.

It is implicit that the public deserves a comprehensive pharmaceutical service at all times and it is in the best interests of the profession to ensure that it is provided. Unfortunately not many pharmacists allow their names to go forward for the on-call service and recently it has been very difficult to provide any pharmacists in the Belfast area.

The problem appears two-fold. Pharmacists are unwilling to participate because they believe the service is not worth their while. The nominal £45 they receive hardly justifies them staying indoors five nights in a row if they anticipate only a few call outs. The public, and it would appear the GPs writing late prescriptions, are unaware of the existence of an on-call service. In addition, there has been an increase in pharmacies opening up to 9pm. This threatens the viability of the service. Interestingly shopping centre pharmacies seem to be exempt from providing an on-call service, although I'm sure the PCC has a valid reason for allowing this.

To remedy the immediate problem of ensuring the viability of the on-call service we need the PCC to organise a glossy publicity campaign to inform the public, and in particular GPs, of our existence.

From a Northern Ireland community pharmacist.

TOPICAL REFLECTIONS

by Xrayser

Same old faces...

Only three regions have contested PSNC elections this year. One can only assume that the other incumbent representatives are so eminently satisfactory to their electorate that to put up an alternative candidate would be as insulting to contractors as Sir Anthony Mayer's leadership challenge to Mrs Thatcher was to the Conservative Party.

But the Committee needs the injection of new blood in order to maintain its vitality. The perpetuation of the same faces, however worthy, eventually leads to stagnation, and in negotiating with the Department of Health that situation will be exploited to the full. It is a tragedy that all seats were not actively contested, as they should be for the LPC's, but apathy is endemic in our profession where the motivated few carry the silent majority.

Paying the price for locums

Many years ago I employed a "professional locum" who had advertised his services. I remember that I was pleased to get him signed up since good locums were in short supply and I needed someone to take sole charge for four weeks while I was in Australia.

My nervousness at employing someone with whom I was unfamiliar was unfounded since he transpired to be the best locum I have ever had. He conducted his "business" in a truly professional manner and expertly handled the *total* running of the shop while I was away. His charges were high, by comparison with the "cover only" locums available locally, but worth every penny.



Much debate has been generated on this subject but ultimately the quality of locums on the market must be a function of the rates paid and the responsibilities expected by the employer. I would still be employing Frank but his "business" collapsed within two years because too few pharmacists were prepared to pay the reasonable rate he charged for a quality service. He had to return to full time employment, but with a young family to support and too little work what choice did he have?

The proper rate must take account of the economics of self-employed piece work and the heavy responsibilities carried by locums in independent pharmacies. Management of the whole shop is vital, so comparing rates with those paid by the NHS for dispensing gives a false valuation. The necessary fee for Frank is far higher than most pharmacists are prepared to pay, so they have only themselves to blame for the scarcity of quality locums. I would happily employ another Frank. Would you?

At odds

Last week the Health Minister Mrs Virginia Bottomley and myself appeared to be at odds on the same page in *C&D*. She appears unable to understand that imposing a percentage increase onto a base line global sum will produce no more efficiencies in the service than that already being achieved. It is the per item of service method of distributing the global sum that produces efficiency and thereby keeps costs to a minimum, not the morally indefensible refusal to reimburse costs necessarily incurred. The White Paper envisages an expanding role in the provision of services by pharmacists. That will never be achieved when pharmacists see those services as being provided for out of their own pockets.

COUNTERPOINTS

Keep it Simple in the sun

Smith & Nephew's new Simple range of four sun care products (*C&D* January 20, p82) contains both UVA and UVB sunscreens to help prevent sunburn. In addition, panthenol, vitamin E and glycerine are present to moisturise the skin and help reduce inflammation. All products in the range are water resistant and fragrance free.

The range consists of sun cream SPF 12 (100ml £4.99), sunblock SPF 20 (100ml £5.99) — ideal for the face — and Simple sun lotions with SPF 8 and 6 (200ml £5.99) suitable for the body. Simple sun cream SPF 12 and sunblock SPF 20 have a reflective physical blocker, offering additional protection from UV rays.

Simple after sun soothing lotion (200ml £3.89) contains repair complex CLR to aid skin recovery after UV radiation and aloe vera, allantoin, glycerine and vitamin A palmitate, all of which condition the skin.

The packaging carries the Simple logo and sunshine graphics. The range will generally be available from March 1990. *Smith & Nephew Consumer Products Ltd.* Tel: 021-327 4750.

Vax's dust buster

Vax Appliances are running an advertising and promotional campaign for Allerite, a dust mite allergen carpet and soft furnishings cleaner.

Advertisements in women's magazines and Sunday supplements will run until April, and point of sale material includes consumer leaflets.

Allerite (1l £9.95) dislodges the dust mite allergen enabling it to be washed out of carpets. It is designed for use in the Vax 3-in-1 cleaner. *Vax Appliances Ltd.* Tel: 0905 795959.



Peaudouce spend £7m to support Ultra T

Peaudouce (UK) Ltd are launching a new disposable nappy — Peaudouce Ultra T — which replaces the existing Ultra Plus product. Promotional support this year will total £7m.

The new nappies, which will be available in boy/girl variants, are T-shaped to account for a baby's asymmetrical shape. A band of multi-strand elastic strips at the back allows a better fit and the integrated waistband gives all-round leak protection, say Peaudouce. The leg elastication has been improved to follow a baby's shape and seal more effectively, while the resealable tapes have been lengthened for easier fastening.

New compact padding means the nappies take up less shelf space and the packs are easier for mothers to carry. New pack designs, in English only, clearly differentiate the boy/girl variants but the newborn product will remain unisex to stimulate prenatal purchase. As before, the company uses materials and technology that is "kinder to the environment".

Five sizes are available. Range 1 (£5.79 per pack) comprises mini 51, super 36, maxi 32, maxi plus 30, and extra large 26. Range 2 (£11.29 per pack) comprises super 72, maxi 64, maxi plus 60 and extra large 52.

A national television campaign runs from mid-March to May with

further bursts through the rest of the year. Over one million nappies will be given away in Peaudouce's biggest ever sampling campaign. Samples will be offered through advertisements in the mother and baby Press, direct mailing to mothers, and through nursing advisers who will distribute to health visitors and midwives.

And money off coupons are included in the company's magazine, "Changing Times", which pharmacies may give away and which is also being sent to playgroups.

POS includes a merchandising kit, leaflets, window bills and shelf barkers. A trade promotion offers independent pharmacies a £10 cheque as soon as they place an order for one case of each variant in range 1. Details are available through the sales force. *Peaudouce (UK) Ltd.* Tel: 0952 680044.

Philips are soon to launch two new haircare items into their range of personal care products. These are Breeze, an integrated diffuser drier, and Geometricks, a five-in-one styling product with "high gift appeal". *Philips* say that during 1989 sales of their haircare products showed a year on year increase of 38 per cent, with a 43 per cent increase in the hairdryer sector. *Philips Domestic Appliances & Personal Care Division.* Tel: 01-689 2166.

Konica go disposable

Konica have entered the disposable camera market with the launch of the Film-In. It features a high quality plastic lens and 24-exposure Konica SR-G 400 film, and is suitable for outdoor use in fine or slightly overcast conditions. A flash version is scheduled for launch later in the year. The camera comes at a trade price of £2.50 and a retail price of £5.50.

"Film-In offers dealers a better margin than any of its competitors", claims Kevin Day, Konica's general sales manager in the UK. The blue Film-In packs with Konica spectrum logo are designed for display on hanging racks, but are sturdy enough to be displayed in dumper bins. *Konica (UK).* Tel: 01-751 6121.

Unichem pop up offer

For the next three months customers buying selected own brand Unichem products will be able to send off for pop-up model pharmacies and Unichem vans.

Customers will be invited to send in bar codes from two own brand products in exchange for one of the pop-out models that go to make up the chemist's shop, which includes a pharmacist. And for eight or ten bar codes they can order one of two sizes of Corgi model delivery vans.

Unichem member pharmacists will be entitled to an extra 15 per cent profit on return when they buy a minimum of ten packs of products in the promotion, and will have a chance to win one of three trips to Amsterdam in a prize draw.

The pop-out promotion is being advertised in national Press, say *Unichem.* Tel: 01-391 2323.

Smith & Nephew are re-introducing a 10ml size of Transol wetting solution for gas permeable and hard contact lenses for £1.68. *Smith & Nephew Pharmaceuticals Ltd.* Tel: 04023 49333.

Silvikrin active on T.V. £3 million campaign

National from Feb 1st



"Silvikrin's always made sense to me"
says Twiggy in the new Silvikrin T.V. Ad.

The No. 1 brand in haircare* supported
by £3 million on TV and added value packs
across the range means that Silvikrin obviously
makes sense to us all.

Silvikrin. Active Care for hair.

*Source: AGB

Silvikrin take on Twiggy

Silvikrin enters 1990 with an original new television campaign promoting the "active care" proposition introduced with the range's relaunch. The model Twiggy demonstrates some of the things that she has done to her hair in the name of fashion — yet shows she is confident of keeping her hair looking good thanks to Silvikrin active care.

The £3 million campaign, which is being transmitted nationally from February until mid-March and again in July, supports the shampoo and conditioner ranges in which there will be 40ml added value packs. *Beecham Toiletries. Tel: 01-560 5151.*

TV adverts Just For Men

Combe International will be supporting the Just For Men five minute shampoo-in haircolours with national television advertising during 1990. The first burst starts this week and runs through to the end of March.

The company is spending £1.5m on the campaign, which they say will reach 85 per cent of men aged 35-plus at least eight times. *Combe International Ltd. Tel: 01-680 2711.*

Creighton's go to trial

In March Creighton's Naturally are launching travel sizes to their range of shampoos and conditioners.

The products will be available in 25ml sizes to sell at an introductory price of £0.49.

The travel size range will be available to the trade in a display outer of 32 products (four of each line). Requests from retailers preferring a specific shampoo or conditioner in outers of 50 units can be met, say *Creighton's Naturally plc. Tel: 0903 745611.*



Timotei moves into anti-dandruff market

Timotei dandruff shampoo, being sold in this month, offers the mild and gentle qualities of original Timotei while being as effective as other anti-dandruff shampoos, say *Elida Gibbs.*

They explain that the new variant is a clear departure from traditional anti-dandruff shampoos which research has shown are regarded as "aggressive and punitive", and believe it will expand the anti-dandruff medicated sector which accounts for 31 per cent of the £149m shampoo market.

Based on natural herb extracts, Timotei dandruff shampoo comes in one size (200ml, £1.49), and during the launch period there will be a 40ml trial size (£0.39). The pale pastel green bottle has the same shape as original Timotei, but the company recommends merchandising the new product with other anti-dandruff shampoos rather than beside the parent shampoo.

Support for the Timotei brand will total £4m in 1990, of which £2m will be spent on a national

Philips have introduced a new showcard to promote their steam inhaler. The card illustrates the product in use, outlines the key benefits, and is suitable for window or counter display. To order contact Anna Simoes. *Philips DAP. Tel: 01-689 2166.*

television campaign for the dandruff variant, starting late March-early April. There will also be radio advertising and national sampling. *Elida Gibbs Ltd. Tel: 01-486 1200.*

Razor sharp Unichem

Unichem have announced an exclusive trade offer to members on the Gillette Sensor razor featuring free razors, a free Sensor wash bag and Counter Credit points. This coincides with a £9 million television advertising campaign for the Gillette Sensor.

The offer includes a special floor stand unit available at £107.84 which contains 48 razors retailing at £1.99, 12 packs of 10 blades at £3.99 and 12 packs of five blades at £2.15. The price includes six free razors, a free Sensor wash bag and Counter Credit points.

There is also an offer on the Gillette Sensor counter unit, available to Unichem members at £58.14 which contains 24 razors and 20 packs of five blades. Unichem members will receive three free razors and Counter Credit points.

The Gillette Sensor offer will be available during February to March. *Unichem. Tel: 01-391 2323.*



Mavala repackage

Mavala say they have taken a new direction for the 1990s and, having redefined their corporate identity last year, they are introducing new packaging for their nail and eye care products worldwide.

The names and prices of the repackaged products will remain unchanged, and they will be

available from mid-March, say Mavala. A £300,000 advertising campaign featuring Mavala's nail treatment products is planned for March issues of mainly of the women's Press, with point of sale material in-store. *Mavala Laboratories Ltd. Tel: 0732 459412.*

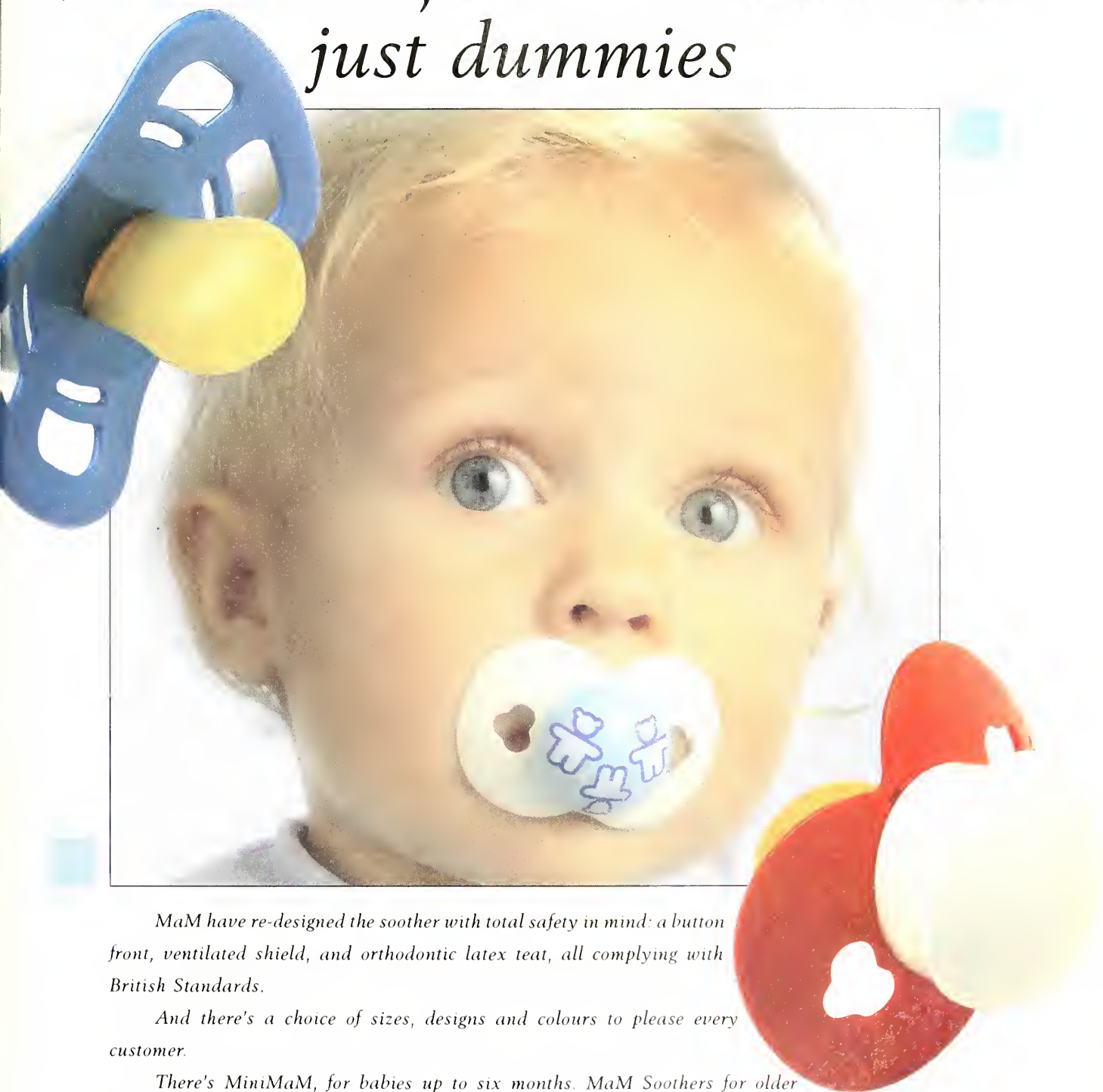
117%* P.O.R.
when you dispense

MIGRAFEN

Brand of Ibuprofen tablets 200mg

*15 packs invoiced as 12 (cost price 79p/£1.59) from your usual Wholesaler • Chatfield Laboratories, Kramer Mews, London SW5 9JL. Phone 01-370 4664

The new MaM Soothers. *Next to ours, other soothers are* *just dummies*



MaM have re-designed the soother with total safety in mind: a button front, ventilated shield, and orthodontic latex teat, all complying with British Standards.

And there's a choice of sizes, designs and colours to please every customer.

There's MiniMaM, for babies up to six months. MaM Soothers for older babies. And Designer MaM and MiniMaM, for fashion-conscious mums. In their transparent storage boxes and high quality display skillets, they look bright, new and very different.

Ask your wholesaler about the new MaM Soother range. We think you'll take to it very happily.



MAM





VAX Innovation Ends Misery for Millions of Allergy Sufferers

As you would expect from the company that makes Britain's best selling vacuum cleaner, VAX are firmly at the forefront of innovation and technological advancement.

Research has shown that 1 in 5 people in the UK suffer from some form of allergic reaction, caused by the presence of household dust mite allergen, found in carpets, curtains, soft furnishings, bedding and even teddy bears.

Allerite from VAX is a breakthrough in effective control of harmful allergen.

When used regularly in the VAX 3-in-1 cleaner, Allerite – an environmentally safe

cleaning liquid – will drastically reduce and control harmful allergen levels by up to 95%. Allerite is also an efficient carpet and upholstery cleaner in its own right, perfect for use all around the home.

This previously untapped market of over 11 million people are potential customers of Allerite and VAX, and our lively advertising and promotional campaign is designed to reach a maximum audience.

Find out more about Allerite, ask for point-of-sale material and consumer leaflets.

ALLERITE and VAX – further proof of our commitment to innovation.





Two new Pearls from Cussons

Cussons, who reformulated, redesigned and relaunched Pearl soap and creme bath last year, are relaunching two line extensions — shower creme and talc — on February 5.

The new products carry the range's shell-effect theme, graphics and pearlised packaging, and are available in the two Pearl variants — natural white and oyster pink.

The shower creme (200ml, £1.39) has a moisturising formula and enters the £26.5m UK shower market. And Pearl talc

(100g, £1.19) also has an "innovative" moisturising formula, and enters the £32.8m talc market, says the company.

Cussons will support the launch with a £1.65m national advertising campaign in the women's Press and on television, beginning in April. There will also be a trial size of Cussons soap (12p) in February and May. A promotional programme is planned for the Spring to generate trial, repeat purchase and cross-range sampling, say Cussons (UK) Ltd. Tel: 061-792 6111.

Fibre Diet 500 Plus One

Health & Profile have introduced a new five-day diet plan called Fibre Diet 500 Plus One.

It is a meal replacement plan which substitutes two meals a day with "tasty" fibre-rich bars. These come in five flavours — carob, nut and raisin, apricot and almond, citrus, and oat crunch.

Each shrink-wrapped box (£7.99) contains ten bars, a supply

of multivitamin and mineral capsules, and a colour wall chart which provides a weight loss table, exercise instructions and a guide to low calorie meals.

Outers of four come in trays, with a free sample and leaflet dispenser. There will be regular support for retailers, say distributors: EGL Food Brokers Ltd. Tel: 0628 667331.

Durex going extra strong

LRC Products are offering pharmacists 12 packs of three Durex extra strong free with counter merchandisers available from sales representatives.

The counter unit measures approximately 15½in wide by 12in deep by 23in high and comes fully merchandised with a header card and branding across the base. It carries the best selling brands of Durex in four tiers. The offer of free Durex extra strong runs until the end of April. LRC Products Ltd. Tel: 01-527 2377.

Crest's gum health

Proctor & Gamble are claiming a breakthrough in technology with their new Crest toothpaste.

Gum health Crest contains the antibacterial agent triclosan and pyrophosphate that controls gum

line tartar. The toothpaste comes in a mildmint flavour in three sizes: 100ml (£1.19), 50ml (£0.69) and a 100ml pump (£1.45).

A national television campaign is planned with a £3m spend over 12 months. Some 82 per cent of adults suffer from gingivitis, the first stage of gum disease and the main cause of tooth loss in adults, say Proctor & Gamble (Health & Beauty Care) Ltd. Tel: 0784 434422.

Macleans on the march!

Beecham Toiletries are running a national poster campaign for Macleans toothpaste this month.

Around 2,500 Superlite sites at bus stops and shopping precincts will feature Maclean's tin soldiers, first seen in last year's television campaign. With a £350,000 spend, the new campaign is designed to reinforce last November and December's television campaign, says the company. Beecham Toiletries. Tel: 01-560 5151.



Medijel gel and pastilles have been repackaged, and are being supported with new point of sale displays and special promotional activity throughout the year, including a counter display unit, say suppliers DDD. Full details of the promotions are to be carried by company representatives on their next visit. The new packaging is to be available from February 5, say DDD Ltd. Tel: 0923 229251



BLISS FOR TROUBLED LIPS

When your customers have lip problems, the best advice you can give them is Blisteze Cream.

- Anti-viral/Anti-bacterial action
- Stimulates regeneration of damaged lip tissue
- Helps prevent infection
- Protects lips against wind and cold
- Can be used under lipstick



BLISTEZE - BLISS FOR TROUBLED LIPS

DENDRON LTD., 94 RICKMANSWORTH ROAD, WATFORD, HERTS, WD1 7JJ TEL (0923) 229251



Cupanol gets older

Cupal are launching a paracetamol suspension for children over six years old, and have renamed Q-Panol junior paracetamol suspension, Cupanol under six.

The new presentation contains paracetamol 250mg in 5ml and is indicated for the relief of mild to moderate pain, and symptomatic relief of rheumatic aches and pains. The dose for children aged six-12 is: one to two 5 ml spoonfuls, and for adults and

children over 12 years: two to four 5ml spoonfuls in both cases four times daily, not more frequently than every four hours, and with no more than four doses in 24 hours.

Presented in a cartoned pack (100ml £1.85), Cupanol over 6 is strawberry flavoured and free from sugar and colour and contains no animal fats. Introductory discounts and POS material are available from representatives, and orders for six dozen or more can be placed direct, say Cupal. The product licence number of this Pharmacy medicine is 0338/0069.

Cupanol under six comes in 100ml, 200ml and 500ml uncartoned presentations and prices are unchanged. *Cupal Ltd.* Tel: 0254 580321.

Bengues campaign

Chancellor are supporting Bengue's Balsam with a consumer Press advertising campaign running until the end of March.

Black and white advertisements will run in a wide range of sporting and retirement magazines, says the *Chancellor Group Ltd.* Tel: 0978 661351.



Centrin lecithin

Lecithin granules extracted from soya beans are available from Whitehall Laboratories.

Centrin lecithin, for people watching their cholesterol level, is positioned as a natural food supplement for a healthy heart, say Whitehall. Centrin contains pure lecithin, vitamin E 4mg and vitamin A 100mcg.

Packed in a tin containing 150g (£4.85), the suggested daily intake is three teaspoonfuls daily, sprinkled onto cereals or taken directly from the spoon. One teaspoonful provides the same amount of lecithin as 18 300mg capsules, says the company.

Promotional activity aimed at educating consumers on the benefits of lecithin will include a sampling programme and direct mail. *Whitehall Laboratories Ltd.* Tel: 01-636 8080.

Strepsils are available in trade packs at promotional prices, via Unichem, AAH Pharmaceuticals and Numark wholesalers during February. Each outer contains four free packs, ie 28 as 24. *Crookes Healthcare Ltd.* Tel: 0602 221621.

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees

Anadin:	All areas except CTV
Beecham Hot Remedies:	All areas
Benlylin:	All areas
Coughcaps:	All areas except C4 & TVam
Day & Night:	All areas
Day Nurse:	All areas
Dimension:	All areas except C4
Endekay dental health gum:	All areas except G, CTV & TVam
Harmony hairspray:	All areas except G, CTV & TVam
Just for men:	All areas except CTV
Karvol:	TVam
Lemsip, Lemsip linctus & Lemsip expectorant:	All areas
Libra Bodyform:	All areas except CTV & C4
Minadex:	TVam
Mucron:	All areas except CTV & TVam
Nicobrevin:	All areas except CTV, LWT & TVam
Night Nurse:	All areas
Otrivine:	All areas except CTV & TV-am
Radian B:	G,Y,TTV
Rennie:	All areas except U,Y,CTV,C4 & TV-am
Sanatogen:	TV-am
Sensodyne toothpaste:	All areas except G,A,CTV & TVam
Silvikrin:	All areas
Seven Seas Cod Liver Oil:	All areas
Sinutab:	All areas
Throaties/Throaties extra:	TVam
Timotei shampoo:	All areas except TVam
Vaseline Hand and Nail:	All areas except U & TVam
Venos:	All areas except C4 & TVam
Zubes:	C,Y

ATTENTION SALES, MARKETING & BRAND MANAGEMENT YOUR OBSOLETE & RESIDUAL STOCK PROBLEMS SOLVED!

WE SEEK BULK STOCKS & PARCELS OF CONSUMER GOODS IN THE FOLLOWING AREAS:

TOILETRIES & HOUSEHOLD CLEANING AIDS • PERFUMES & COSMETICS

- ★ EXPIRED COUPON/COMPETITION PACKS
- ★ OBSOLETE PROMOTIONS
- ★ EXPORT PACKS
- ★ DISCONTINUED PRODUCTS & DESIGNS
- ★ PRICE MARKED PACKS
- ★ PRE PQD & CFC AEROSOLS
- ★ OWN LABEL OVER-RUNS

WE ALSO BUY - HOUSEWARES, TOYS, FANCYGOODS, DIY, BOOKS & STATIONERY, TRAVEL GOODS, ELECTRICALS

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- ★ CONFIDENTIALITY ASSURED
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TAKE A STAND ON QUALITY WITH

NEW



FREE



AND GET A 1/2 GROSS OF EXTRA STRONG FREE*

A modular display system, fully merchandised and branded for ease of purchase. This quality unit, specially designed for pharmacy, is pre-packed and contains double *Durex Quality Gift* tokens.

You're safer with



DUREX is a trademark of
LRC Products Ltd., LONDON E4 8QA

*Only available until 30/4/90.

YES

I WOULD LIKE TO TAKE A STAND FOR QUALITY
AND RECEIVE MORE INFORMATION
PLEASE CONTACT ME PERSONALLY BY PHONE ON ☐
PLEASE ARRANGE FOR AN LRC SALESPERSON TO CALL ☐
I AM NOT AVAILABLE ON THE FOLLOWING DAY(S):

NAME

ADDRESS

POSTCODE

Please send to:-
FREEPOST

Burton-on-Trent,
Staffs,
DE12 6BR

350 MILES
AWAY,
IT'S NICE
TO KNOW
THAT LITTLE
CLARE SMITH
ISN'T ALONE.



It's so easily done. A family holiday to Penzance, a million things to remember, and in all the excitement one small thing is forgotten. In 9 year old Clare Smith's case that one small thing turned out to be her insulin.

Unfortunately for Clare, it was an insulin not normally used in the Cornwall area, and to complicate matters further, it was August Bank Holiday.

Beside herself with worry, Clare's mother contacted all the duty pharmacies in the area without success.

That's when Rajesh Patel, pharmacist at the Vantage Chemist stepped in. Aware of the possible implications, he immediately telephoned the manager of the Paignton branch of AAH Pharmaceuticals at home and explained Clare's plight.

The response was immediate—a special delivery was arranged by van, necessitating a round trip of some 180 miles. Rajesh Patel described it as an overwhelming level of service and one given without hesitation.

An exceptional case? Maybe, but not an exceptional service for any branch of AAH Pharmaceuticals. We know we hold your reputation in our hands and that's a responsibility we take seriously. All day, every day, our people go out of their way to provide you with support and back-up that's second to none.

Call your local AAH Manager today and we'll prove it.

This advertisement is based on real people and events. For the sake of confidentiality, names and locations have been changed.

VANTAGE

LINK
PHARMACY
SYSTEMS

 **HILLCROSS
GENERIC**

THE
HEALTH CARE
CENTRE

STATIM
FINANCE LTD



AAH

**PHARMACEUTICALS
LIMITED**

**We're always there,
we always care.**

New leukaemia treatment

Farmitalia are launching Zavedos, a new anthracycline cytotoxic agent on February 5.

The active ingredient is idarubicin, (4-demethoxy-daunorubicin) and has been shown to have a higher complete response rate than daunorubicin in the treatment of acute leukaemias having a higher antitumor and antileukaemic activity. It also produces an improvement in survival compared with standard daunorubicin chemotherapy, showing reduced cardiotoxicity. **Manufacturer** Farmitalia Carlo Erba, Italia House, 23 Grosvenor Road, St Albans, Herts

Description Sterile, pyrogen-free, orange-red, freeze dried powder in vials containing 5 and 10mg idarubicin hydrochloride with 50 and 100mg lactose

Uses Acute non-lymphocytic leukaemia (ANLL) in adults, for remission induction or for remission in relapsed or refractory patients. Acute lymphocytic leukaemia (ALL) as second line treatment

Dosage For ANLL in adults the dose is 12mg per m² for three days combined with cytarabine. As a single agent in ALL the suggested dose in adults is 12mg per m² intravenously for three days and in children, 10mg per m²

for three days.

In ANLL, 8mg per m² for five days has been used as a single agent and in combination. Reconstitute with water for injections and give over five to 10 minutes via a tubing of freely running sodium chloride injection

Side effects Severe myelosuppression and cardiac toxicity, reversible alopecia, acute nausea and vomiting, mucositis, oesophagitis and diarrhoea, fever, chills, rash, elevation of liver enzymes and bilirubin in 20-30 per cent of cases severe and sometimes fatal infections alone or in combination with cytarabine. May colour urine red

Contraindications, warnings, etc Do not use in severe renal and liver impairment or uncontrolled infections. Special care is required because of cardiotoxic effects and bone marrow suppression and hepatic and renal function should be monitored (see Data Sheet). Care should be taken in the reconstitution of the injection (see Data Sheet)

Supply restrictions POM Packs Vials containing 5mg (£63.30) and 10mg (£126.60, both prices trade)

Product licences 5mg 3433/0133; 10mg 3433/0134

Issued February 1990

Two more from Shire

Atenolol and dipryridamole have been added to the "Value" range.

Vasaten tablets are orange, biconvex film-coated tablets containing atenolol 50mg (£4.39) or 100mg (£5.58, both 28) and are marked with the strength on one side and "50/0239" or "100/0240" on the other side.

Vasyrol tablets are biconvex, sugar-coated and contain 25mg (£3.02), or 100mg dipryridamole

(£8.42, both 100s) and are marked "Sp" on one side. The 25mg tablets which are orange, are coded "25/0232" and the 100mg (white) "100/0233".

Product licence numbers for these POMs are: Vasyrol tablets 25mg 0289/0075 and 100mg /0076; Vasaten tablets 50mg /0088 and 100mg /0089. **Shire Pharmaceuticals Ltd.** Tel: 0264 333455.

BRIEFS

Losec's prescribing information has been changed to include its use for patients with benign peptic ulcers "including those complicating NSAID therapy". **Astra Pharmaceuticals Ltd.** Tel: 09277 66191.

Smith Kline & French are introducing original dispensing packs of Stelazine Spansule capsules in the following strengths: 2mg (60 £2.46), 10mg (30 £1.61) and 15mg (30 £2.42 all prices trade). **Smith Kline & French Laboratories Ltd.** Tel: 0707 325111.

Perstorp say that following discussions with the PPA on Iodisorb ointment, an "original pack" contains 4 by 10g tubes with a patient information leaflet. **Perstorp Pharma Ltd.** Tel: 0256 477868.

Evans news

Evans are adding the following to their generics range: lactulose solution (300ml £3, 500ml £3.87) and mefenamic acid capsules 250mg (500 £33.09).

Aminophylline intramuscular injection 500mg now comes in 10s (2ml £3.22, all prices trade), the 5s have been discontinued. Coal tar solution (methylated) 500ml and 2L, ephedrine 0.5 per cent nasal drops 500ml, and phenytoin tablets 50mg 250 and 100mg, 1000 and 500, have been temporarily withdrawn. Supplies of bismuth subnitrate and iodorm paste have also been temporarily suspended, following problems with leaking tubes. **Evans Medical Ltd.** Tel: 0403 41400.

NEW GO-FASTER PACKS

Relief in seconds, Medijel not only works fast it sells fast, too.

Many customers will be asking you for advice on mouth ulcers, so it's a relief to know you can recommend Medijel.



For mouth ulcers and sore mouths its active ingredient Lignocaine gets to the point of pain and brings relief in seconds.

MEDIJEL®
MOUTH ULCER RELIEF
IN SECONDS.

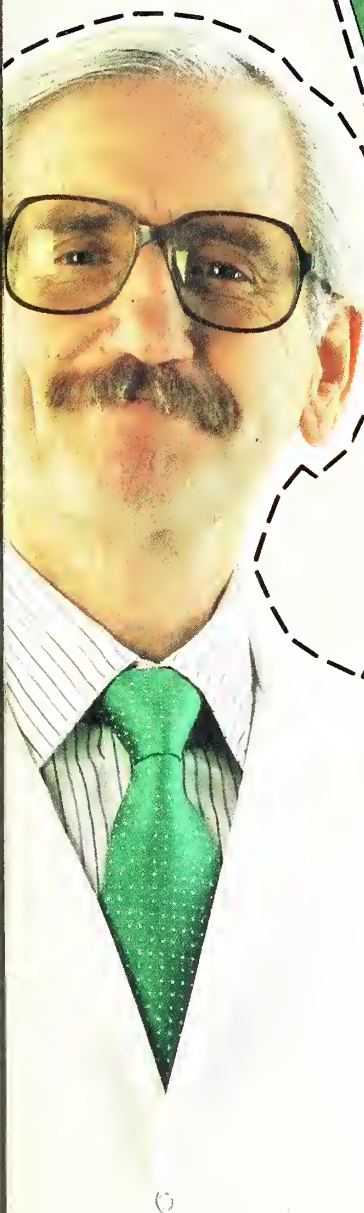


Because, when they buy two selected own brand products, they can collect pop-out models to make up into a chemist's shop, complete with UniChem chemist and products.

It's the kind of constructive game kiddies love. It'll keep them quiet for hours. (So parents will love it even more!)

But you too, will have it made with this promotion. Because, apart from increased sales, and 15% extra P.O.

MAKING YOU EXTRA PROFITATIVE THAN EVER.



It's the chance to win one of three trips to Amsterdam. (where being a UniChem member can get you!)

All you have to do is make sure the promotional wobblers, poster and leaflet are prominently displayed, and when your UniChem rep next comes round, you'll get entered into a free draw.

We're plugging this promotion heavily to your cus-

tomers through a national press campaign, so make sure your shelves are well stocked up with plenty of own brand products.

Because this month for UniChem members, making extra profit really is child's play.



UniChem Ltd., UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 01-391 2323

Mouthwashes — a breath of fresh air

In the year to October 1989 mouthwashes were the top growth sector in both grocers and pharmacies. Sterling sales stood at £11.5m and £3.5m (£8m, including Pharmacy licensed mouthwashes), up 134 per cent and 90 per cent respectively against an overall base of 8.9 per cent and 6.7 per cent for the full year. Pharmacy reserve stock levels were down, reflecting increasing reliance on ever more efficient wholesalers able to help top up shelves quickly.

Mouthwash market growth was fuelled by the introduction of Plax — no company has actually lost sales, Nielsen say. However, pharmacy is losing share to grocers, who took 53 per cent of the market in 1989 compared with 44 per cent in 1988 and 38 per cent in 1987 (all pharmacy figures exclude Boots unless otherwise stated). Multiple pharmacies (up 64 per cent) have comfortably outperformed the independents (up 32 per cent).

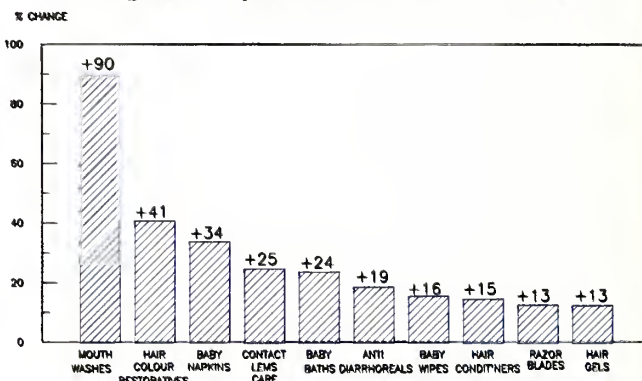
The only other top ten markets to show common growth were the number two and three grocery markets, baby wipes and baby baths. These were up 33 and 32 per cent against 16 per cent and 24 per cent for pharmacy, with razor blades number eight for

grocers (up 20 per cent) and at number nine for pharmacy (up 13 per cent). The number two and three pharmacy movers were hair colour restoratives at 41 per cent up, and baby nappies up 34 per cent.

Pharmacy took 30 per cent of the £144.8m baby nappy market compared with 27 per cent in 1988, with brands continuing to take share from own label products through new launches and aggressive marketing. Nielsen say pharmacy is performing better (up 34 per cent against the grocers, 16 per cent) because of the integrity of the sector in the wake of the nappy glass scare, and because pharmacies took on ultra nappies later than grocers and are still benefiting from a sales surge (up 128 per cent sterling in pharmacies in 1989 against 101 per cent in grocers).

Again, pharmacies coped better with the babyfood contamination crisis, recovering a little market share volume from grocers, taking 27 per cent (up 0.4 per cent on 1988 against a loss of 2.5 per cent the previous year). Actual wet food sales in pharmacies dropped 13 per cent in the March-October crisis compared with an 18 per cent fall

The Top10 Growing Pharmacy Markets
Sterling Sales — year to October'89 vs October'88



in grocers.

Overall, pharmacy is losing out to grocery in haircare except in shampoos and conditioners. Here two-in-one products led by Wash 'n' Go took 9 per cent sterling of the total market in the six months to October 1989. However, for both gels and mousses, pharmacies are up 13 and 12 per cent sterling, lagging way behind grocers at 36 and 29 per cent respectively.

In the oral analgesic market ibuprofen continues to be the growth sector in pharmacy (up 26

per cent) whereas for grocers compound products show the way with 31.5 per cent growth. The split for the six months to October shows pharmacies with a 42 per cent value share against 27 per cent for grocers and 26 per cent for Boots, with drug stores and other outlets taking just 5 per cent of a £11.9m market.

Nielsen consumer data shows that women purchase 67 per cent of all analgesics, with the 25-44 age group accounting for 43 per cent of total female purchases. For some reason the AB, C1 class groups suffer less pain than others, accounting for just 40 per cent of all analgesic purchases!

The multivitamin sector was up 9 per cent by volume in 1989, but grocers outshone pharmacies at 27 per cent versus 1 per cent growth, and ended the year to October with a 40 per cent market share. Year on year the children's multivitamins market shows steady growth — up 3 per cent to 20 per cent overall.

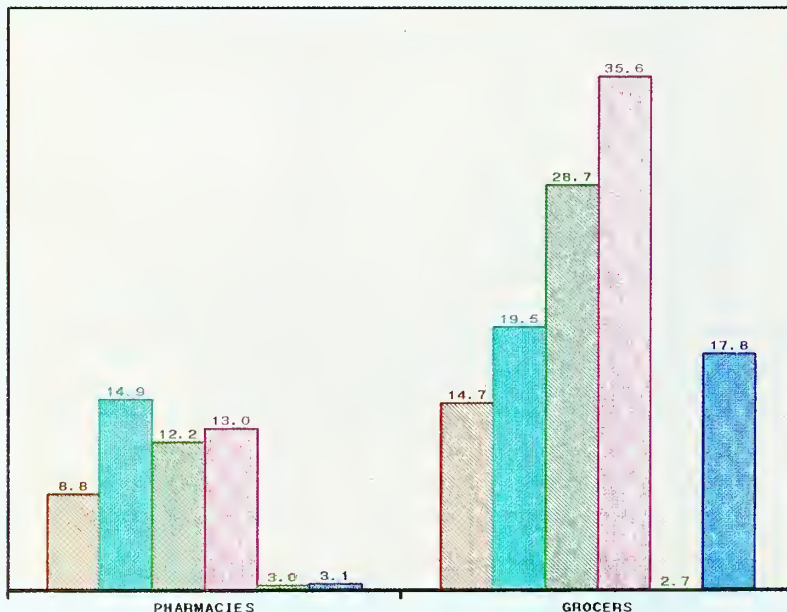
Nielsen data for the cough, cold and flu market to October 1989 showed a tremendous surge in buying even before the flu epidemic really got under way. Excluding Boots, multiple pharmacies were 140 per cent up on the year ahead of independents, which were up 91 per cent.

For independent pharmacies Nielsen now see the trading threat coming not just from grocers but increasingly from the multiple sector (excluding Boots): Lloyds are expanding and have extensive own label plans, Macarthy have set a 500 store target within three years, and the Kingswood/GK merger has yet to take full effect.

THE HAIR CARE MARKETS

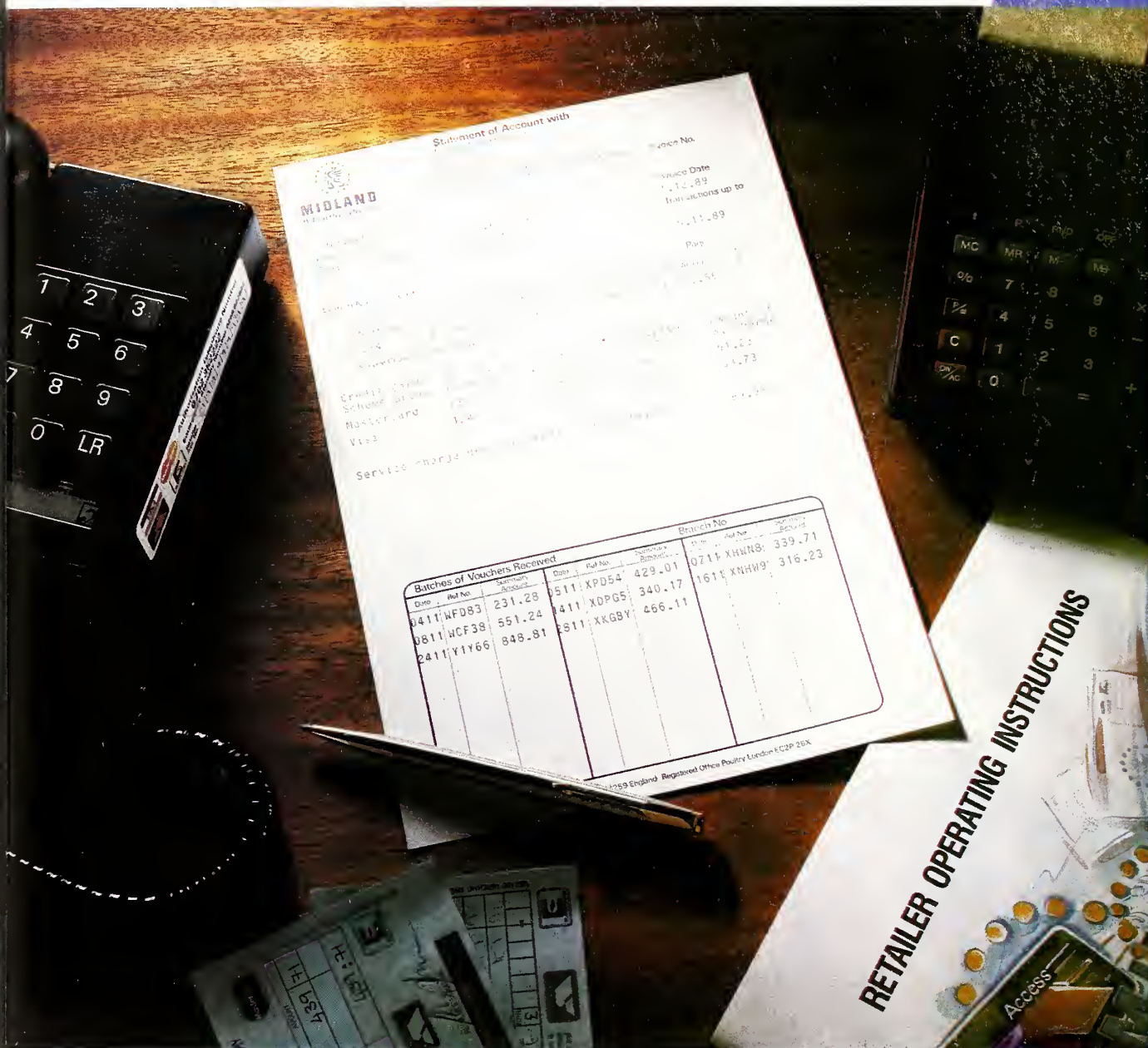
STERLING SALES — GROWTH RATES — YR TO OCTOBER 1989

PHARMACIES VS GROCERS



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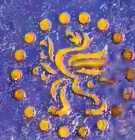
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Postcode _____ Telephone _____

RETAILER OPERATING INSTRUCTIONS



MIDLAND
MERCHANT SERVICES

'Owzat!

Once again the International Cricket Conference was discussing the vexed question of cricketing links with South Africa. How long should professional cricketers who play on "rebel" tours of South Africa be banned from Test cricket? Would South Africa ever be readmitted to the international fold?

Media attention was intense, Mike Jackson recalls. "As we came out of the meeting it was like running the gauntlet. Reporters wanted to know what had gone on and it's terribly difficult when all these microphones are thrust at you."

A seat at the table of the International Cricket Conference is the culmination of almost 30 years in cricket administration for Mike Jackson. His appointment by the Cricket Board of Control in Papua New Guinea to represent their interests at international level came about as something of an accident.

"It all started one day when I was playing for a team called the Eleven Pints XI — a team that, as you can guess, played for enjoyment. The captain came up to me in the toilet and asked me if I wanted to form a club," Mike recalls. The result of that chance conversation was founding of the Dudley-Kingswinford Cricket Club in the West Midlands in 1962.

Over the next 15 years Mike, as secretary and fixtures secretary, saw the club grow to field four teams plus a number of junior sides in the early '70s. It was not only on the administrative side that Mike's talents benefitted the club. He was club captain and "player of the year" on three occasions.

It was as a fixtures secretary of many years standing that Mike first became involved with the Midlands Club Cricket Conference (MCCC), founded in 1947 to promote cricket at the grassroots. "Somewhere along the line I got roped in as tours bureau secretary, providing information to clubs who wanted to organise tours," says Mike.

With his vast knowledge of club grounds and personnel across the Midlands, Mike was a logical choice when it came to finding an organiser for the 1978 ICC Trophy, a knockout competition between the non-Test playing cricketing nations (Associate Members of the ICC) which would provide two teams to take part in 1979's World Cup.

"For some extraordinary reason the ICC decided this tournament should be played in the Midlands. They came to the MCCC and asked if there was anyone in the area who could assist in the running of the competition, and somebody thought I was qualified," Mike says.

Some 16 teams were entered for the 1978 ICC Trophy. The competition called for some 200 fixtures, played over three to four weeks. "I had to find the grounds and persuade clubs to pay for the privilege of having an ICC Trophy game on their ground. It meant ringing up club secretaries and saying 'Look, I've got a team from Hong Kong who want to play a team from Holland and we want you to stage it and find a sponsor'," Mike explains.

Mike's persuasive powers worked and the tournament was a great success. Sri Lanka met Canada in the final at New Road, Worcester. Sri Lanka, shortly to obtain full Test-status, were the winners, and both



After Lewis Woolf Griptight's sales and marketing director Mike Jackson was spotted leaving Lord's following a meeting of the International Cricket Conference, C&D asked him how he came to be appointed as Papua New Guinea's representative on the sport's ruling body

teams appeared in the World Cup the following Summer.

In 1983 the World Cup was due again, and in 1982 the second ICC Trophy took place. This time 18 teams were entered, but Mike's nightmare came true when, with all the fixtures and leagues organised, the Falklands War prevented the Argentinians from taking part and a hasty revision was required. Again Mike's planning was a success and Zimbabwe eventually triumphed in the final, and went on to beat Australia in a group match in the World Cup proper.

It was the 1983 competition that led to Mike's association with Papua New Guinea. "I happened to walk onto the ground at Bourneville in Birmingham where Papua New Guinea were playing Bermuda. They said they were looking for someone from the UK to represent them on the ICC and would I like to do it. I didn't even need to think about it. I wanted to be involved in cricket at any level."

Being only a small country, the cost of sending a delegate over to London for ICC

meetings is prohibitive, so the Papuans have long been represented by a UK-based delegate. Mike is mandated to vote the way the Papuans want him to vote and he says he has to remind himself to consider cricketing matters not as an Englishman, but as to how decisions would best benefit cricket in Papua New Guinea. Correspondence with his Board of Control in the Papuan capital Port Moresby is by letter and phone, though Mike says the Papuans often forget the time difference and he has had a number of calls at half six in the morning.

Mike is obviously very proud of his seat on the ICC. "I love doing it," he says. "I sit with 25 international cricketers discussing cricket at the highest level. It's marvellous." ICC protocol prevents Mike from revealing details of the discussions, but he says the arguments are conducted in a passionate but reasoned way on all sides.

The Papuans themselves take their cricket very seriously. "They have a tremendous natural ability," says Mike. "They love to bat, and hold the ICC record for a 60-over game with over 400." Australian coaches regularly make the trip North to teach their island neighbours. The team got to the semi-finals of the ICC Trophy in 1982 and Mike hopes they go at least one better this year, when the competition is held for the fourth time, in Holland.

At local level Mike is now involved with a village club, Romsley & Hunnington. "I went to play there one day and it was one of the most attractive cricket grounds I have played on. I wrote to the secretary and pointed out to him that with my administrative background I could push the club a little."

In a repeat of his experiences with Dudley-Kingswinford Mike was soon appointed fixtures secretary and within a year the club was running two teams, not one. But Mike has gone one better than even that; he now has his own cricket team!

"I was playing second team cricket with Romsley and no matter how well I did there was a move to put the youngsters in — a move I fully supported. But I still wanted to play cricket. Through my contacts at Lord's with MCC members I started to meet the kind of people who have private cricket grounds, so I now get together on Sunday afternoons with the friends I have made in cricket to play matches on private grounds. It's tremendously social."

Mike says that his life in cricket has dovetailed with his work with Lewis Woolf Griptight, the Birmingham-based infant feeding specialists. "People used to say cricket was my life and Lewis Woolf my hobby, but really I relaxed through doing in cricket things that are not too dissimilar from what I am doing in the business world."

"However, my wife does find it difficult to understand why after a hard day in the office I want to go into another office at home, but that's how I relax."

Now he says he's got just one last ambition. "Apart from going to Australia next year to see the World Cup final I have done just about everything I ever wanted to in cricket."

Rumbling the new rates

The new rating system to be introduced on April 1 will have a dramatic effect on smaller retail operations compared to multiples. The new system will base its valuation on the open market values for 1990. It is going to be re-assessed every five years from now on, and will be calculated by multiplying the rateable value of the premises by the uniform business rate.

However, the Government has agreed to phase in the new rating cost over five years. This is the Government which encouraged small businesses to set out on the trail of free enterprise, and said it would cut taxes, but it is banged full of holes. The Government has created crude mechanisms for gathering revenue but has little true perception of its realities or intricacies.

If you happen to have a retail shop with living accommodation, then the retailer is subjected to both a community charge and a business rate. On the other hand, if the living accommodation is not occupied then the retailer will have to pay what is known as a

standard charge. This will be more than the community charge.

The best bit comes last! The phasing protection over five years will *not* apply to business moving into premises after March 31! The net effect of this codicil is that the very Government which wanted small businesses to flourish is now saying get it done before March 31 — or tough luck and pay through the nose! If that is not capping the economy, what is?

Ashwin Tanna
Dulwich, London

Top ten medicines

In view of the interest generated by the OTC Medicines Top Ten (*C&D* January 13, p58), it should be noted that the data used in this feature were derived from the Nielsen consumer database and covered purchases over a year from a variety of retail outlets.

Nielsen Consumer data are collected from interviewees who are asked to recall purchases over a defined period, a different technique to the Nielsen Retail Index methodology where data

are collected in-store, from grocers, pharmacies (excluding Boots) and drugstores.

A Nielsen Top Ten based on the retail index data for the largest market, oral analgesics (excluding liquids) is provided below, highlighting pharmacies (excl Boots) and grocers/pharmacies combined. It is emphasised that the data in these charts are derived from retail audit and cover sales value only, for the 12 months ending October 1989.

Pharmacies	Pharmacies and grocers
Nurofen	Anadin
Solpadeine	Nurofen
Anadin	Solpadeine
Panadol	Panadol
Disprin	Disprin
Veganin	Hedex
Paracodol	Aspro
Codis	Disprol
Hedex	Veganin
Aspro	Paracodol

David Timberlake
Business development manager — health & beauty industry services
Nielsen

Editor: In future Nielsen Top Ten data on medicines or toiletries will include separate sections on both the pharmacy market and the total market.

More Letters on p176



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Perplexed?

The January 13 issue of *Chemist & Druggist* featured an article which looked at the OTC medicines market and the Top Ten brands within various therapeutic areas.

What must have been perplexing for many readers was to find that some of the top brands listed bore a poor resemblance to the top selling brands in their own shops. I think it only right to point out that the Nielsen consumer data you quoted referred to all shops, ie pharmacies plus all grocery and drugstore outlets. Surely pharmacists would be more interested in knowing which are the top brands in pharmacy for them to stock and display, and so enable them to build their pharmacy business and not that of the major multiple grocers.

The Nielsen Consumer Data quoted in *C&D* used to be known as SDC data, a recognised market research tool, which in my opinion is a helpful measure of market trends but not of absolute values, and should therefore not be taken too literally. A far better measure of actual sales is provided by the Nielsen Retail Audit which is based on audited sales out of pharmacies, rather than asking consumers to recall what they last purchased.

In the table below I have shown the decongestant, nasal spray and drops market as shown in *C&D*, with the relevant brands and their rankings. Next to this table I have widened the definition to include what I believe to be other key brands within the market and then ranked the brands according to their pharmacy volume sales.

OTC Top Ten (C&D, Jan 13) *Nielsen Retail Audit in pharmacy (volume sales year to Oct 1989)*

1. Olbas	Otrivine
oil/pastilles	
2. Karvol	Sudafed
3. Vicks vapor	Karvol
rub	
4. Vicks Sinex	Mu-Cron
5. Contac 400	Sinutab
6. Mu-Cron	Olbas oil
7. Otrivine	Vicks vapor rub
8. Otrivine hay	Vicks Sinex
fever formula	
9. Boots nasal	Contact 400
spray	
10. Triogesic	Sudafed Co

The two lists demonstrate that when looking at audited sales through pharmacy outlets the ranking of the Top Ten brands is considerably different to that in grocery/drugstores. Otrivine is the single largest volume selling decongestant brand in pharmacies and Mu-cron, is the fourth largest. Jointly Ciba Consumer's decongestant brands account for one third of all packs sold in the pharmacies making the company the single largest supplier of decongestant brands to pharmacy, a considerably different picture to that portrayed in the Top Ten article.

C.J. Buckley
Senior brand manager
Ciba Consumer Pharmaceuticals

Refraining from comment

I normally refrain from commenting on fatuous letters from Dr David Roberts, and I was happy to see from the replies in the *C&D* that he was firmly and very accurately put in his place by pharmacists who are well experienced in dealing with the inadequacies of the so-called 365 day cover that Dr Roberts boasts of.

It is true of all letters from this representative of the Dispensing Doctors' Association that he is invariably wrong and inaccurate regarding his accusations and the facts given to support them. The Essential Small Pharmacy Scheme is a means by which rural communities can benefit from the much broader and more available services of a pharmacy, and such a scheme would be completely unnecessary in the majority of cases if dispensing doctors didn't prevent pharmacists from carrying out their full professional potential. The more prescriptions dispensed by a pharmacy under the ESPS the sooner the scheme becomes unnecessary.

John Davies
Secretary, Rural Pharmacists' Association

Is it worth responding?

I was pleased to see the response from such worthy contributors to Dr David Roberts' poison pen letter. Generally speaking the RPA's reaction is to ignore Dr Roberts outbursts on the basis that they do his cause more harm than we can!

However, I could not help thinking of his remarks when I was delivering oxygen in the early hours of Sunday morning. The dispensing doctor concerned had had the foresight to leave a prescription with the patient in case it was needed, and as it transpired was using a deputising service that weekend.

Because I am in receipt of an essential small pharmacy allowance I have no financial incentive to offer an out-of-hours service, but I do it because I believe that I am not giving a proper service if I do not. I can only add that it is tragic that Dr Roberts and his colleagues in the Dispensing Doctors' Association have to sink to vilification of another profession.

Roger King
Chairman, Rural Pharmacists' Association

BSI standard for condoms

As marketing manager of Mates Healthcare I was most interested to read Xrayser's reflections on BS safeguards (January 20) and would like to take this opportunity to clarify the position regarding the new British Standard for condoms.

With the revision of BS3704 in 1989, the British Standards Institute specified that, in order for products to carry the kitemark, manufacturers' production must conform to the latest standard which specifies a higher quality level than the previous (1979) standard. The regulations covering the introduction of new standards allow for stock in trade meeting the previous standard BS3704

1979 to still be sold to the consumer.

At Mates we are anxious to provide the consumer with all possible confidence in the quality of our condoms and all our condoms are now tested beyond the requirements of the new 1989 British Standard with additional electronic and air inflation testing. We want to provide our customers with additional reassurance and ensure that our new products, tested to these latest higher quality standards, are available to the consumer at the earliest opportunity.

We are, therefore, offering to exchange all Mates condoms which complied with the previous BS standard with our new products, which is effectively giving the consumer condoms tested to high quality levels. I trust that this clarifies how manufacturers can apparently adopt different standards while still displaying the kitemark symbol of quality.

Chris Bell
UK marketing manager, Mates Healthcare

More on garlic

Your article on garlic (*Topics in Treatment*, January 13), suggesting that 28 cloves per day is the level of dose required to achieve any real benefits is somewhat misleading. The material featured in the *British Journal of Clinical Pharmacology* proposes doses of "between seven and 28 cloves" and this is the level (assuming a clove is equivalent to 2g of material) that the Garlic Research Bureau also accepts as being of benefit in assisting in the maintenance of cardiovascular health.

The article also suggests that "many of the active properties are destroyed in the processing" of garlic supplements. In part this is true, but in the process of cooking garlic certain substances are formed from the parent allicin (the precursor material formed when garlic is cut or mashed) which are relatively robust and are indicated as being active in enhancing fibrinolytic activity and assisting in

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the reduction of plasma triglycerides.

These same materials are also formed when raw garlic is used to produce essential oils through steam distillation. In the resulting oils substances such as methyl allyl trisulphide have been identified which has been widely reported as active in the above areas.

As the majority of garlic is taken cooked, and as there is considerable evidence to suggest that regular use of garlic in the diet is of benefit, I suggest that the practice of taking garlic in all of its forms be encouraged. It is inexpensive and easily available; adds joy to the menu (once you are used to it) and does, in my opinion, confer protection to those whose diet is still laden with the products of an over-enthusiastic meat and dairy industry.

The majority of the many studies on humans have been carried out in Third World countries where garlic is consistently used as an important part of their medical armamentarium. It is to be hoped that the current interest in garlic as a harmless yet potentially highly beneficial agent for enhanced cardiovascular protection will now result in new high quality work being fostered in Japan, the USA and Europe.

Finally, it may be of interest to note that in West Germany, garlic products which are based upon extracts from 4g or more of original garlic material in a daily dose, are permitted to make OTC claims as a treatment to help prevent arterial ageing.

David Roser
Director, Garlic Research Bureau

Put your patch away

I'm concerned about Xrayser's blind eye! It's just not good enough to stick on a half-price tag after Christmas (*C&D* January 13). From experience I know that seasons come and seasons go, but selling goes on forever — or it should do! The NPA Spring courses on personal beauty care sales skills are being held in Manchester, Birmingham and London. These courses cover selling skills and techniques in skincare, fragrances and colour cosmetics — products which do not require specialist selling skills.

The cost of these courses to NPA members is modest by any standards. But when you remember that the price includes a full day's profession tuition, all written course materials and

meals and refreshments in a city centre location, it becomes a bargain of which even Xrayser would be proud!

Come on Xrayser! Wouldn't you rather sell these items full price?

J Trim
Training administrator, NPA

Quality assurance

LRC Products would like, through the pages of *Chemist & Druggist*, to reassure its pharmacy customers of the high quality of all Durex stock following your article of January 13 reporting that Mates Healthcare is uplifting old stock.

Durex condoms have always been manufactured to exceed both BSI and the proposed ISO standards and therefore all products in the trade comply with BSI specifications.

We note Mates Healthcare's claim that their new range will be the most extensively tested in the UK. We do not think this claim is well founded. Our products are subjected to extensive quality testing, including electronic quality tests, air inflation, tensile strength and water tests. As a result, in consumer and media tests, Durex condoms have proved to be of superior quality to many other products on the market.

LRC have been manufacturing condoms in Britain for over 50 years and, for us, consistently maintaining and improving quality has been standard business practice.

E J Venters
General manager, marketing
LRC Products Ltd

Screened out

Chemist & Druggist last week carried a news item headed "Sunscreen warning on UVA dangers". As distributors of Piz Buin sun care products in the UK, we would like to point out that our products have included UVA protection as well as UVB since 1981. Furthermore, that the micronised protective pigments now included in all Piz Buin SPF6 and higher factor products substantially increase both UVB and UVA protection.

Roy Simpson
Marketing manager,
Ciba Consumer Pharmaceuticals

International Laboratories

Revised Price List Effective 5 February 1990

Product	RSP Per Unit (Inc VAT)	Trade Price Per Unit (Ex VAT)
Migrave duo 12	2.28	1.32
Migrave duo 24	4.02	2.33
Migrave yellow 12	2.13	1.23
Migrave yellow 24	3.70	2.15
Migrave pink 12	2.39	1.39
Migrave pink 24	4.38	2.54
Migralift Dispenser 12*	2.28	1.32
Migralift duo 12	2.28	1.32
Waspeze 20g	1.75	1.06
Waspeze 75g	2.74	1.66
Burneze 20g	1.72	1.04
Burneze 75g	2.69	1.64
Suleo Detector Comb	1.79	1.04
Suleo-C Lotion 55ml	1.77	1.04
Suleo-C Lotion 210ml	4.11	2.39
Suleo-M Lotion 55ml	1.77	1.04
Suleo-M Lotion 210ml	4.11	2.39
Suleo-C Shampoo 75ml	1.81	1.05
Derbac Metal Comb	2.29	1.33
Derbac-M Liquid 55ml	1.84	1.08
Derbac-M Liquid 200ml	4.39	2.56
Derbac Soap 75g	1.43	0.84
Derbac-C Shampoo 75ml	1.83	1.06
Derbac Nit Comb (Pl)	1.24	0.72
Crampex 24	1.87	1.13
Crampex 48	2.79	1.70
Dermidex 30g	1.83	1.11
Dermidex 50g	2.75	1.68
J Collis Browne's Mixture 45ml	1.72	1.04
J Collis Browne's Mixture 100ml	2.58	1.58
J Collis Browne's Tablets 18	1.45	0.89
J Collis Browne's Tablets 36	2.20	1.33
Earex Drops 10ml	1.29	0.78
Earex Plugs Pair	1.33	0.80
Earex Plugs Display Pair	1.33	0.80

* Dispenser contains 12 unit packs.



International Laboratories Ltd., Floats Road,
Wythenshawe, Manchester M23 9NF.
Telephone 061-945 4161.

Take care referring to references

Just what must an employer do if he is asked to give a reference for an employee? Well, actually he need do nothing. He is not obliged to give a reference at all.

If a former employer does decide to give a reference then it must be accurate. Spent convictions under the Rehabilitations of Offenders Act must not be disclosed. Of course the reference must not be defamatory. If the reference is false then it is possible the former employer will be liable for negligent misstatement.

Although references are confidential it is possible that employees will get to see them. Possibly the new firm has an open file policy or the employee may become entitled to see his file under the Data Protection Act 1984. It is therefore becoming common in cases where an employee has been something of a problem, to speak with the future employer on the telephone. When this course is adopted a note of the conversation should be made at once.

Keep the noise down

In these "green" days, war is constantly being waged on noise. In fact more complaints are made to environmental health officers about noise than on any other single issue.

Businesses are a potential target and if the level of noise amounts to a nuisance the local council may serve a notice on the owner or occupier of a premises under the Control of Pollution Act 1974. There is a right of appeal against the notice and this must be made to the local magistrates' court within 21 days of the service.

On a more general level if a council wishes to control noise on an industrial estate or manufacturing area they can make a noise abatement order effectively "freezing" the noise level. This can then only be increased with the council's permission.

There is a code of practice for the use of loudspeakers on vans. It is called the "Code of practice on the noise from ice-cream van chimes, etc." On whichever side of the pavement you are standing it is worth a read.

POINTS OF LAW



"It is becoming common in cases where an employee has been something of a problem to speak with the future employer on the telephone"

Recruitment — don't discriminate

Recruiting employees is something of an art. It complicated by the possibility that an employer is open to a suit for discrimination, either sexual or racial, by a disappointed applicant.

It is an offence under the Race Relations Act and the Sex Discrimination Act to discriminate against people on grounds of sex, race or marital status.

Direct discrimination occurs when a job specification eliminated a whole category of people, eg "Single men only to apply", "No married women need apply." These examples show how careful an employer needs to be from the start. Use of the word "he" throughout an advertisement may imply that only a man is likely to be considered.

In one of the first discrimination cases brought a

man won compensation when, after applying for a job as a telephonist, he was told only women need apply. Applicants must be treated on merit and stereotyping must be avoided.

Indirect discrimination occurs when, for all practical purposes, a group is eliminated, eg "Only people over 6ft need apply" effectively rules out all women. However, if a job really does require six-footers that is another matter. Discrimination is also permitted in certain circumstances, such as a job which is to be held by a married couple (or where it is an essential part of the work that the employee mixes with members of the other sex in a state of undress).

Permitted discrimination on racial grounds is even more restricted. One example would be where a white person wished to work as a waiter in an Indian or Chinese restaurant. He (or she) would not be able to claim he was discriminated against. It might, however, be very different if he wanted to be a cook. For most businesses, these exceptions have limited application.

Insurance check

There is a very real danger that if you do not insure your stock for its full value you will not receive the full value if you make a claim. It is possible you will receive nothing.

If your policy says "subject to average" then in the event of a burglary or damage the insurers need pay out only the proportion of the value to the degree of insurance cover.

So if your goods are worth say £100,000 and you insure them only for £50,000 then if £20,000 worth is stolen the company need only pay £10,000.

If there is no "subject to average" clause then it is possible the company need pay nothing.

There will almost certainly have been a question on the proposal form asking whether the sum insured represents the full value of your property. If you have answered "yes" and the true answer is "no" because you were economising, then you have made a deliberate misstatement, and the insurance company would be entitled to refuse to pay out on the policy.

It is worth while spending a few minutes checking both the policy and your stock.

Employees who do not start work

What can you do if, after you have gone to all the trouble of advertising for, interviewing and finally selecting a candidate for a responsible post, you find he or she has accepted a job elsewhere after accepting terms with you?

If you wish you can sue your intended employee for damages arising out of their breach of contract. When you decide to employ a candidate and make an offer of a job you should write and set out the terms and conditions which you are offering and ask him to sign a duplicate copy.

It is always a good thing, if the employee is not due to start for some time, to send a letter a month or so before he should arrive to say how much you are looking forward to seeing him. This should alert you if you hear nothing further.

Your claim for damages would include such things as the expense of re-advertising and the cost of rearranging your business. Most likely any claim you brought would be in the County Court.

BUSINESS NEWS

Bill tackles bad debtors

Mr Michael Mates, the backbench Conservative MP for Hampshire East, has tabled a private members bill to protect small business from bad debtors. The second reading of the Interests on Debt Bill has been scheduled for February 2.

The problem Mr Mates is confronting is that small businesses are owed an estimated £57 billion, and this sector is least able to absorb the additional cashflow requirements such slow payment generates. Moreover it is often large public companies which are creating these problems, and it is such companies which it is hardest to make pay.

The Mates Bill is an 11 clause document designed to "establish a right of payment of interest in respect of certain contract debtors where such debts are not paid on time".

The bill explicitly excludes small to medium sized firms, defined as those with fewer than 200 employees. As Mr Mates came second in the draw for private members bills — precedence is decided by ballot — it has a relatively good chance of becoming law if it finds favour in the Commons.

BRIEFS

Culver Financial Surveys have produced their 1990 Survey of Multiple Chemists. Costing £65, the survey looks at just under 400 companies with three or more branches. All the information is extracted from returns filed by limited companies at Companies House. Detail for each entry includes directors, share capital, major shareholders and brief balance sheet details. Culver Financial Surveys, 21 Culver Road, St Albans, Herts AL1 4EB. Tel: 0727 55838.

Nutricia Dietary Products Ltd have moved. Their new address is: Unit 10, Haigh Park off Haigh Avenue, Whitehill Industrial Estate, Reddish, Stockport SK4 1QR. Tel: (061) 480 7886.

Pharmacy investment companies floated

Three well-known personalities in British pharmacy have joined forces with a merchant bank to launch a series of companies to buy and operate pharmacies in the South East. Broad Oak Pharmacies hope to draw in private investors by raising money under the Government's Business Expansion Scheme.

Alan Smith, who served as chief executive of the Pharmaceutical Services Committee for 12 years, Gerald Green, who was formerly the retail director of Savory & Moore, and Craig Reader of the sponsoring merchant bank, Chancery, are to be the non-executive directors of the enterprise.

Dennis Pay, who runs a chain of 38 pharmacies based mainly in Kent, will manage the enterprises through his own company, Paydens.

The scheme hinges on the exploitation of the Government's Business Expansion Scheme, which offers qualifying investors tax relief of 40 per cent on their investment. Moreover if the money is kept in the investment for a period of five years investors are not liable for capital gains tax.

The Business Expansion Scheme was introduced by the Government seven years ago to provide an incentive for individuals to invest in businesses. This is believed to be the first time it has been used to invest in high street pharmacies.

Under the terms of the scheme a maximum of £500,000 may be raised for each company with the tax benefits. The decision to begin ten companies, to be known as the Broad Oak Pharmacies, has raised the potential investment to £5 million.

In practice the investment has been designed for investors who pay tax in the 40 per cent tax band — those earning £30,000 to £50,000, says Alan Smith. The minimum investment is £1,000, the maximum £40,000.

The scheme allows lump sum earners a tax-shelter and Mr Smith points out that some £3m to £4m in NHS paybacks are coming through at an average of £5,000 per pharmacy.

The Broad Oak Pharmacies will have evident advantages for its moving spirits too. Dennis Pay, through Paydens, will locate the shops for acquisition and these will then enter into a management contract with Paydens. It also seems likely his wholesaling business, Sangers (Maidstone) will supply the Broad Oak Pharmacies, though the directors say this will be settled by open competition.

Paydens' rights

Furthermore, there is a provision under which Paydens, as the management company, have performance-related rights. These entitle Paydens to 30 per cent of the increased value of each share after the value has grown by 10 per cent per annum, compounded.

The scheme has another potential advantage for Dennis Pay as he is considering putting in a bid for the pharmacies once the five years of the scheme has passed. This would considerably expand his chain of pharmacies, and it would have been achieved without the prohibitive costs of borrowing money at current interest rate levels.

Mr Smith believes the investment is an especially attractive one for pharmacists — "it is an investment they will understand" — and Dennis Pay makes the point that his company is used to buying and operating pharmacies, "so the businesses would be going to a good home" — a serious consideration for pharmacists who have spent a lifetime building up their businesses, he points out.

Prospective investors should contact Dennis Pay for a prospectus on 0622 54207.

Boots score in VAT case

Boots have overcome the first hurdle in their battle to avoid paying VAT on the value of money-off coupons.

The senior court official at the European Court, the European Advocate General, has given an opinion in favour of the Boots appeal; however, this still has to be ratified by the European Court and then the High Court in England. Nevertheless, Boots see this as an encouraging first step. The actual sum involved in the case, some £10,580, is relatively minor, but Boots see themselves as fighting for a principle which could mean retailers saving many millions of pounds over the years.

The case is being treated by the courts as a test case for several other companies which have been contesting similar VAT claims.

UBR change rejected

The Government has rejected a plea for a change in the transitional relief applying to the new uniform business rate (UBR) to help small businessmen when they sell their premises on retirement.

In the Commons last week MP Roger Gale (Conservative) urged the Government to extend the transitional period.

Mr Christopher Chope, Under Secretary for the Environment, stressed that the purpose of the transitional arrangements was to protect existing occupiers. He said: "The new occupiers do not need protection as they know what the liabilities are when they take on a property."

Mr Chope also argued that to allow new occupiers of existing property to continue to receive protection would be unfair to occupiers of property constructed after April 1, 1990, who would not be eligible for the transitional protection.

Reckitt sell skincare brands

Reckitt & Colman have sold off two skincare brands — Valderma and Nulon.

Nulon has been bought from Reckitt Products household division for an undisclosed sum by Eyelure, and from February 12 all orders and inquiries for the product should be directed to Eyelure.

Claire Stroud, Nulon's new product manager at Eyelure told C&D this week that they have major development plans for Nulon although it is too early to give any details at the moment. "It's a very well established brand with lots of potential," Mrs Stroud said, "but it needs a bit of a face lift and some promotion." Mrs Stroud added that the product would become a priority line at Eyelure.

Roche Products have bought

from Reckitt & Colman Products pharmaceutical division "extensive international rights" to the Valderma range, which includes Valpeda antiseptic foot cream. Roche will sell the product in markets where they already operate including the UK and Ireland.

The company would not say how much they paid for the brand but did say that it fits in with its commitment to dermatology and with expanding its consumer business. Roche added that "the acquisition of this product range complements our agreement last Autumn with Neutrogena to distribute in the UK their skin, hair and body care range of products; it also marks another major development to establish Roche Consumer Products as a major health care company".

Harris invest in Belfast

The world's largest contract clinical research company, Harris Laboratories of Lincoln, Nebraska, has announced plans to set up its first European clinical research operation in Belfast.

The company says its aim is to service its existing client base better, and to seek new clients that want to capitalize on the changes going on in the European Community.

Harris Laboratories chose Northern Ireland as its European base after looking at several sites because of the advanced infrastructure and the skilled, enthusiastic work force, according to Dr Randy Smith, vice president

clinical research.

Harris's investment of \$2.88 million, backed by the Industrial Development Board for Northern Ireland, is expected to create approximately 50 technical and medical staff jobs for the Province. Harris will be setting up in the former Samaritan Hospital and will be ready to begin its pharmaceutical research this Spring.

In Belfast, Harris will seek voluntary participation for pharmaceutical testing from among the local population. This approach is the same used in its US facilities in Nebraska and Arizona.

Study days for locums

Provincial Pharmacy Locum Services are staging a series of study days in London on February 18, Manchester on April 8, and Birmingham on May 13.

The study days are aimed specifically at pharmacists who are considering undertaking locum duties for the first time. There will be talks on "Pleasures and pitfalls", as well as personal tax planning and financial advice, demonstrations on aspects of domiciliary care, and a question time session.

Each session will run from 11am to 4pm, and lunch and refreshments will be provided. For further details, contact George Thornton on 021-233 0723.

Sterling roadshows

Sterling Health are staging evening roadshows on "General self medication" and "Headache and cystitis", to be presented by Dr Sandra Savage.

The dates and venues are: February 13, Cardiff; March 6, Gillingham; April 10, Reading; May 8, Edinburgh; June 5, Washington; July 10, Leeds; September 18, Liverpool; October 9, Norwich; November 6, Coventry; November 27, Manchester. Details from Les A'Boe at Sterling Health on 0483 65599.

NPA to dine

The fifth annual dinner of the Yorkshire Region NPA will be held on February 15, at the Mansion Hotel, Roundhay, Leeds, at 8pm.

Director Tim Astill will speak on the latest in pharmacy. Tickets cost £9.25. To book, contact Mr Leslie Calvert on 0532 490158.

Tuesday, February 6

Bristol Branch, RPSGB. Postgraduate centre, Southmead Hospital, at 7.30pm. "Biological clocks", Dr Peter Redfern, Bath school of pharmacy.

East Metropolitan Branch, RPSGB. Churchill Room, Wanstead Library, Spratt Hall Road, at 7.30pm. "Drugs and the elderly", Geraldine Alder, principal pharmacist, Harold Hill Hospital.

Wednesday, February 7

Southend Branch, RPSGB. Postgraduate centre, Southend Hospital, at 7.30pm. "The future of the NHS", Nigel Beverley, district general manager.

Thursday, February 8

South Staffordshire Branch, RPSGB. Course No. L1.CE, Stowe House, Lichfield at 7.30pm. "Incontinence — a common problem".

Glasgow Branch, RPSGB. The Walton Suite, Southern General Hospital, at 7.30pm. The Todd Lecture will be given by Professor A.T. Florence, dean, School of Pharmacy, London.

Friday, February 9

Hull Pharmacists' Association. Staff House, University of Hull at 7.30pm. Annual dinner dance.

Advance information

The International Fire & Security Exhibition and Conference. Olympia, London on March 19-23. Details from Blenheim IFSSEC on 01-868 4466.

National Association of Health Authorities. A conference at Kensington Town Hall, London on March 15. This will explore the issues in a recent research report, "Working for Patients — the financial agenda". Fees £113.85 (NAHA members), and £143.75 (non-members). To book, contact Ann Mason on 021-471 4444. **Expo Shop 90,** NEC Birmingham on April 1-4. Conference and seminars. For details contact Lee Welham at Batiste Exhibitions on 01-340 3291.

Chiltern Regional Conference. "Working for patients", a joint study day with the CPP, at Stoke Mandeville Hospital, Aylesbury on April 1. The implication of the NHS review for all areas of pharmacy practice will be presented by a panel of speakers with workshop sessions for participants. Registration fee £5. Programme and application form available from Mr M Beaman, DPhO, Edgeware General Hospital. Tel: 01-952 9209.

North West Thames. Continuing education for pharmacists. "Holiday health", a course at the Crest Hotel, South Mimms, Potters Bar on April 4 from 2pm to 8pm. Buffet supper provided. Details and application form from Claire Anderson on 0886 64861 ext 433.

'Decade of EPoS'

The 1990s will be the decade of electronic point of sale in pharmacy, predicts the managing director of Fairscan Pharmacy Systems, Colin Bell. He says that by 1995, 50 per cent of pharmacies will have EPoS systems installed to help control sales of over-the-counter medicines.

Mr Bell was speaking at an open day to mark the investment of £8,000 in a new computer helpdesk, which will log all incoming calls and help the support unit's staff answer inquiries from users. Fairscan have also developed a patient medication record system which will be tested later this month. It incorporates the Exeter drug interactions data base.



Brian Dossier, financial director of the National Pharmaceutical Association "logs on" at Fairscan's new "helpdesk", as managing director Colin Bell looks on

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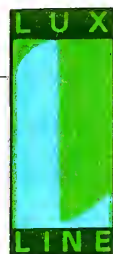
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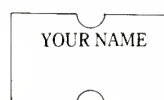
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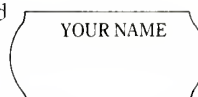
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ABOUT PEOPLE

Storms cause switchboard to jam at PMI

The phones did not stop ringing at the Pharmacy Mutual Insurance Co for several days after last week's hurricane.

"Pharmacists have been ringing up in tears having lost roofs and watched their greenhouses float away," manager John Hart told *C&D*. By Tuesday afternoon his department at the National Pharmaceutical Association had issued over 750 claim forms. So jammed were the telephone lines that the NPA's information department thought something was wrong with the switchboard as no calls had come through to them until 10.30am on the day after the devastation.

The PMI has been advising callers to take whatever emergency measures were necessary to make their premises watertight and has authorised emergency work up to the value of £350-400.

The area of the country affected was far greater than that covered by the hurricane of 1987, Mr Hart said, but there seemed to be less major damage. Although it was too early to know the total cost, he estimated that damage claims would come to between £300,000 and £400,000.

When asked if premiums were likely to go up next year, Mr Hart said they would have to wait and see, but there was no increase after the 1987 storms. The home side premiums had stayed the same since January 1983 and, although a rise was in the pipeline for next year, this was not a result of any storm claims.

Pharmacists in Cornwall had to work by candlelight after the main power lines were cut from Thursday morning to Friday night. Dr D. Hopkin Maddock, a proprietor in Padstow, told *C&D* he could not use the tills or computer. By Friday morning the



Unichem's seven regional committees combined last Thursday (inclement weather notwithstanding) for their annual national congress in Guildford, Surrey. The three participants in Unichem's flotation roadshow, Mr David Mair, chairman (standing), Jeffrey Harris, finance director and Mrs Marianne Burton, a director of stockbrokers UBS Philips & Drew took the opportunity to rehearse their presentation. Delegates also had the opportunity to meet Unichem's chairman designate, Lord Rippon. The Flotation Roadshows begin on February 21

shop's storage radiators were no longer effective and he and his staff "steadily froze".

Unichem operations director Kelvin Hide said their depots most affected were Exeter and Swansea, but there had been "a fantastic response from staff and the vans left on time".

There were problems with the second deliveries on Thursday after trees blocked roads in North Devon and deliveries to Bristol, Swindon and South Wales were disrupted after the motorways were blocked. Some deliveries were missed around Newport and Camarthen where the towns were closed to all traffic.

Marathon men

Pharmacists running in the 1990 London marathon on April 22 will, once again, be able to seek sponsorship from the NPA. Any pharmacist who completes the course wearing an NPA "Ask your pharmacist" T-shirt, can claim £100 sponsorship. Pharmacists will also be permitted to nominate their own charity or request that the £100 be donated to Birdsgrove House.

On form!

Snow may have blanketed most of Northern Britain on January 24 but it did not stop the Pickles horse Snowfire Chap winning his first steeplechase at Sedgfield, co Durham.

The horse covered almost 3½ miles in seven minutes to an impressive 15 length win in the aptly named "Downhill Novices" steeplechase.

J. Pickles have now owned Snowfire Chap for five years and this was his fifth win. Anyone wanting inside information on his form, should phone J. Pickles & Sons on 0423 867314 before 10am on race days.

Trainer Roxanne Wharton, who took over the stables after husband Harry tragically died last April, said her ultimate goal was next year's Scottish Grand National.



Crookes Healthcare have joined forces with the Daily Express to send aid to Romania. Just under £40,000 worth of Complan and Farley's orange rusks has been despatched to the Red Cross in Romania. The supplies will travel from Britain in specially commissioned trucks, and on arrival in Romania, will be delivered to the Red Cross in Bucharest for distribution to the needy

APPOINTMENTS

APS Ltd have appointed Stan Rogers as national field sales manager. He was formerly the company's northern region business manager and has worked for APS for five years. Other recent appointments include Alan Ivison, Gary Hall, Keith Thomas and Lesley Strong as area sales co-ordinators.

Martin Diffey has been appointed business development manager and Robin Davies as business development executive.

These two positions will concentrate on the non-pharmacy and export sector of the business.

Varta have appointed Chris Samuel trade marketing manager and Kevin Sperling has joined the company as field sales manager.

The Jay Group Ltd have appointed two new main board directors, Michael Green and Peter Isaacs. Both have headed divisions within the group.

flotation

U P D A T E # 2

Membership Now Restricted

New Members will no longer be permitted under normal circumstances – except that first-time pharmacy owners may still be brought into membership and existing members acquiring further pharmacies may still receive further shares. This is to protect the interests of existing shareholders as we get closer to the potential conversion and flotation dates.

New Chairman Designate Appointed

The Rt. Hon. The Lord Rippon of Hexham, P.C., Q.C., has been appointed as Chairman Designate and will become Chairman following conversion to a PLC. Lord Rippon has considerable City and Government experience and will undoubtedly help our organisation through the major changes that may lie ahead.

Roadshows – Not To Be Missed

Nine meetings have been planned to take place around the country to provide shareholders with the opportunity to learn all about the implications of the proposed conversion and flotation. There will be expert presentations and plenty of time for your questions. Invitations are on their way.

The BIG Day

Thorpe Park in Surrey acts as our venue on Sunday, May 20th for our Annual Meeting and Special Meeting where the vote will be cast on the proposed conversion. A 100-stand trade show, offers

galore and all the fun of the theme park will make this a day to remember for Members and their families.





It's Up To You


If UniChem floats its share price will be determined by our financial performance and prospects, in addition to general Stock Market conditions at that time. Our financial record, achieved together, is exceptionally good. Our future is up to you, so give UniChem your utmost support and share in our success.


UNICHEM FLOTATION ROADSHOW


 LIVINGSTON 21st FEBRUARY


 NEWCASTLE-UPON-TYNE
29th MARCH


BLACKBURN 15th MARCH  LEEDS 28th MARCH 

LEICESTER 14th MARCH


SWANSEA 8th MARCH


ENFIELD 1st MARCH


EXETER 7th MARCH


 GATWICK 28th FEBRUARY

UniChem – Proud to Be In Such Good Health

This advertisement has been issued by UniChem Limited, having been approved by UBS Phillips & Drew Securities Limited, which provides corporate finance services to the Society. If you are in any doubt about the implications of this advertisement you are recommended to obtain the advice of your investment advisers. Whilst UniChem remains registered under the Industrial and Provident Societies Act 1965, its shares may only be transferred in limited circumstances as set out in the UniChem Rules and under the provisions of that Act. The shares will only become freely transferable if the Society is converted into a Public Limited Company following an appropriate resolution of the Members in Special Meeting, although a liquid market will not exist unless the shares are listed. This advertisement does not constitute a prospectus and any shares in UniChem offered for subscription after conversion will only be offered after a prospectus or listing particulars have been lodged with the Registrar of Companies.

A natural way to boost your throat lozenge sales.

There's a definite trend towards natural products, especially foods and drinks containing wholesome ingredients. That's why new Pulmoll Herbal Throat lozenges are certain to generate healthy sales.

Here's our recipe for success.

Ingredients

1. New Pulmoll throat lozenges are made from herbal extracts and other natural ingredients. Four delicious varieties in varying strengths to suit every taste:

- * Mild Honey & Aniseed
- * Strong Liquorice, Honey & Menthol
- * Extra Strong Eucalyptus, Herb & Menthol
- * Sugar-Free Liquorice, Aniseed & Menthol.

2. Soothing and refreshing to ease dry throats and freshen breath.

3. Distinctive convenient tin dispensers.

4. Small easy-to-eat lozenges.

Method We're supporting Pulmoll with free sampling in chemists nationwide plus a heavyweight PR campaign, direct mail and 10p off coupons.

Selling Suggestions

Order ample stocks of all four Pulmoll flavours, and display in the eye-catching designed merchandising unit, which incorporates a "free sample" dispenser. Pulmoll lozenges were successfully test-marketed in Scotland. Place your Pulmoll order now by ringing the number below.

And give your throat lozenge sales a natural tonic.

For more details please

ring Jeaks Brokerage on

0494-33456

